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Better Plant Announces Brokered Private Placement

Vancouver, B.C. – August 6, 2021: Better Plant Sciences Inc. (CSE: PLNT) (OTCQB: VEGGF) (“Better Plant” or the “Company”), a wellness company that develops and sells sustainable, plant-based products designed for improving health, is pleased to announce a private placement offering (the “**Offering**”) of up to 2,000 units of the Company (“**Units**”) at a price of \$1,000 per Unit, for gross proceeds of up to \$2,000,000. Each Unit will consist of (i) a 10% convertible unsecured debenture (the “**Debenture**”); and (ii) 12,500 common share purchase warrants of the Company (“**Warrants**”).

Research Capital Corporation has agreed to act as lead agent and sole bookrunner (the “**Agent**”) on a best efforts basis for the offering. The Company will also grant to the Agent an over-allotment option to offer up to an additional 15% of Units or up to an additional \$300,000 in Units.

The Debentures will bear interest at a rate of 10% per annum on an accrual basis from issuance, calculated and payable semi-annually in arrears on May 31 and November 30 of each year with such payment commencing on November 30, 2021 with a redemption date that is 24 months from issuance. The Debentures will be convertible in full or in part, at the holders’ option, into common shares in the capital of the Company at a price of \$0.08 per common share, at any time prior to their redemption. Each Warrant will entitle the holder thereof to acquire one common share of the Company at a price of \$0.11 per share for a period of 24 months from the date of issue.

The Company shall pay the Agent a cash commission equal to 9% of the gross proceeds of the Offering. In addition, the Company will grant the Agent such number common share purchase warrants as is equal to 9% of the gross proceeds from the Offering, with each such warrant exercisable to purchase one common share of the Company at a price of \$0.08 for a period of 24 months from the date of issue.

It is anticipated that the Units will be eligible for RRSP, RESP, RRIF, TFSA and DPSP accounts within the meaning of the Income Tax Act (Canada) subject to certain qualifications, and will be subject to a statutory hold period expiring four months and one day from the closing date. The Units will be offered and sold by private placement in Canada to "accredited investors" within the meaning of NI 45-106 - Prospectus Exemptions and other exempt purchasers under the applicable securities laws.

Closing of the Offering is subject to the satisfaction of customary conditions, including completion of due diligence by the Agent. The Offering is expected to be completed in multiple tranches.

All amounts are in Canadian dollars. The net proceeds from the Offering will be used for general and corporate working capital purposes.

About Better Plant Sciences Inc.

Better Plant harnesses plant intelligence and leverages modern science to offer sustainable, plant-based products that are better for health and better for the earth. It makes and sells over 75 proprietary products, all made with 100% natural ingredients, under the brands Jusu, Urban Juve and Wright & Well. It has a direct-to-consumer platform for refrigerated goods that offers easy online ordering and convenient home delivery in select cities in Alberta and BC. Better Plant operates Jusu Bar, a quick serve restaurant alternative in Victoria, BC, which serves up fresh, healthy and nutritious options with a focus on Jusu cold-pressed juices. Jusubar.com offers home delivery of refrigerated plant-based beverages consisting of cold-pressed juices and packaged juice cleanses. Through its Shopify enabled eCommerce sites getjusu.com and urbanjuve.com, Better Plant sells plant-based personal care products, including skin care, hair care, body care and baby care. Jusu also has a line of plant-based all natural home cleaning products that are sold to cleaning companies, retailers and sold directly to consumers. Better Plant also offers operational, financial and other services to companies with businesses that align with Better Plant's mission to help create a better world. Better Plant incubated NeonMind Biosciences Inc., which sells medicinal mushroom infused coffees and is engaged in drug development of psychedelic compounds with two lead psilocybin-based drug candidates targeting obesity. Better Plant owns approximately 27% of NeonMind Biosciences Inc., whose common shares trade under the tickers CSE: NEON, OTCQB: NMDBF and FFE:6UF.

For more information on Better Plant, visit betterplantsciences.com or follow on Instagram: @betterplantsciences @jusu @urbanjuve

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The Canadian Securities Exchange has not reviewed, approved or disapproved the contents of this news release.

This news release does not constitute an offer to sell or a solicitation of an offer to buy any of the securities in the United States. The securities have not been and will not be registered under the United States Securities Act of 1933, as amended (the "U.S. Securities Act") or any state securities laws and may not be offered or sold within the United States or to U.S. Persons unless registered under the U.S. Securities Act and applicable state securities laws or an exemption from such registration is available.

Cautionary Statement Regarding Forward-Looking Statements

This press release includes forward-looking information and statements (collectively, "forward looking statements") under applicable Canadian securities legislation. Forward-looking statements are necessarily based upon a number of estimates, forecasts, beliefs and assumptions that, while considered reasonable, are subject to known and unknown risks, uncertainties, and other factors which may cause actual results and future events to differ materially from those expressed or implied by such forward-looking statements. Such risks, uncertainties and factors include, but are not limited to: risks related to the development, testing, licensing, brand development, availability of packaging, intellectual property protection, reduced global commerce and reduced access to raw materials and other supplies due to the spread of COVID-19, the potential for not acquiring any rights as a result of the patent application and any products making use of the intellectual property may be ineffective or the company may be unsuccessful in commercializing them; and other approvals will be required before commercial exploitation of the intellectual property can happen. Demand for the company's products, general business, economic, competitive, political and social uncertainties, delay or failure to receive board or regulatory approvals where applicable, and the state of the capital markets. Better Plant cautions readers not to place undue reliance on forward-looking statements provided by Better Plant, as such forward-looking statements are not a guarantee of future results or performance and actual results may differ materially. The forward-looking statements contained in this press release are made as of the date of this press release, and Better Plant expressly disclaims any obligation to update or alter statements containing any forward-looking information, or the factors or assumptions underlying them, whether as a result of new information, future events or otherwise, except as required by law.