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Better Plant Closes \$900,000 Brokered Private Placement Financing

Vancouver, B.C. – September 1, 2021: Better Plant Sciences Inc. (CSE:PLNT) (OTCQB:VEGGF) (“Better Plant” or the “Company”), is pleased to announce that on August 31 it closed the first tranche (the “**First Tranche**”) of its private placement offering (the “**Offering**”) announced on August 6, 2021. Under this First Tranche, the Company has issued 900 units at a price of \$1,000 per unit for gross proceeds of \$900,000 (the “**Units**”). Each Unit consists of a repayable note with a value of \$1,000 (the “**Debentures**”) and 12,500 warrants to purchase common shares of the Company (the “**Warrants**”).

Pursuant to the agency agreement dated August 31, 2021, Research Capital Corporation is acting as lead agent and sole bookrunner (the “**Agent**”) on a best-efforts basis for the Offering of up to \$2,000,000. The Agent has been granted an over-allotment option to offer up to an additional 15% of Units or up to an additional \$300,000 in Units.

The Debentures 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 36 months from the date of issue.

In connection with the closing of the First Tranche, the Company has paid the Agent a cash commission of \$81,000, a corporate finance fee, and granted the Agent and its sub-agent an aggregate of 1,012,500 warrants (the “**Agent Warrants**”) with each such Agent Warrant entitling the holder to purchase one common share and one share purchase warrant (each, an “**AW Warrant**”) of the Company at a price of \$0.08 for a period of 36 months from the date of issue. Each AW Warrant is exercisable to purchase one additional common share of the company at a price of \$0.11 for a period of 36 months from the date of issue of the Agent Warrants.

All the securities issued in connection with the First Tranche are subject to a statutory hold period expiring four months and one day expiring on January 1, 2022. 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. 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 and cleaning products. Better Plant products are sold through a network of over 150 online and brick and mortar retail locations including Whole Foods Market, Pharmasave, Healthy Planet and Vitasave. 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.

For more information on Better Plant, visit betterplantsciences.com or follow on [Instagram](#), [Twitter](#) or [LinkedIn](#).

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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.