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### **Better Plant to Focus NeonMind Branded Coffee Sales in U.S. with Multiverse Marketplace Alliance**

**Vancouver, B.C. – October 13, 2021: Better Plant Sciences Inc. (CSE: PLNT) (OTCQB: VEGGF) (FRA: YG3) (“Better Plant” or the “Company”)**, a wellness company that develops and sells sustainable, plant-based products that are better for health and better for the earth, today announced it will focus NeonMind marketing efforts to sell NeonMind Coffees as dietary supplements in the U.S. and discontinue NeonMind branded coffee sales in Canada.

The Company is focusing on U.S. eCommerce and retail partners including a recent approval to sell the NeonMind mushroom coffees through Multiverse Marketplace. Multiverse is a curated online marketplace for the highest quality indie mushroom products that are made with natural fungi and have passed an approval process that rates quality and taste. Four NeonMind coffee products and three bundles are now available for purchase at Multiverse, which takes a 28% commission for sales through its website.

Better Plant will be taking down the Canadian NeonMind coffee sales website on Friday, October 15, 2021. NeonMind coffees will continue to be sold direct-to-consumer in the U.S. at [intl.neonmind.com](http://intl.neonmind.com) and at [yourmultiverse.com](http://yourmultiverse.com). Better Plant does not intend to pursue any natural health product applications for functional mushroom products in Canada in the near future. Better Plant is planning to build out a distribution network of retailers in the U.S. for the coffee sales and is currently talking to potential sales brokers.

Canadian consumers of NeonMind Coffees can reach out to Better Plant to purchase coffees in Canada while supplies last.

### **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](http://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](http://getjusu.com) and [urbanjuve.com](http://urbanjuve.com), Better Plant

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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](http://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.*

### **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*

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*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.*