



Better Plant Appoints CEO and President

Vancouver, B.C. – December 7, 2022: Better Plant Sciences Inc. (CSE: PLNT) (FRA: YG3) (“Better Plant” or the “Company”) is pleased to announce the appointment of Cole Drezdoff as Chief Executive Officer (CEO) and President of the Company effective December 5, 2022, replacing Penny White who is stepping down as CEO and President. Ms. White will continue to provide consulting services to the Company and will collaborate closely with Mr. Drezdoff to ensure a smooth transition process.

Mr. Drezdoff has served on the Board of Directors and the Audit Committee of the Company since July 2020 and will remain on the Board to continue to focus on guiding the Company’s long-term strategies. Mr. Drezdoff has a background in social media, sales, investor relations and business development and has completed four years of full-time accounting and marketing courses at Toronto Metropolitan University at the Ted Rogers School of Management.

“The Board of Directors would like to thank Penny for her leadership and service to Better Plant since 2017 and wish her well in her future endeavors,” said Cole Drezdoff, Member of the Board of Directors. “I am honoured and proud to be appointed as the CEO and President of Better Plant and I am excited about what the future holds for the Company”.

About Better Plant

Better Plant provides marketing, financial accounting, branding, bookkeeping and other services. Better Plant is currently halted pursuant to a reverse merger transaction as announced on February 15, 2022 and on April 26, 2022.

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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 the completion of the Transaction; 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 Company’s patent application; risks that any products making use of the intellectual property may be ineffective or the Company may be unsuccessful in commercializing them; that 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 the Company, 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.