



Plant & Co. Brands Announces Holy Crap Cereal Brands' 2021 Amazon Sales Strategy

~Amazon's Seller Central is instrumental to the continued growth of online Holy Crap cereal sales which increased over 120% in the second half of 2020 versus the same period in 2019~

Toronto, Ontario – December 21, 2020 – Plant & Co. Ltd. (CSE: VEGN) (FSE: VGP) (OTCPK: EURPF) ("Plant & Co." or the "Company"), a vertically integrated enterprise focused on the health and wellness sector, is pleased to announce that it is making a strategic shift from Amazon's Vendor to Seller Central in an effort to grow existing Holy Crap cereal sales in Canada and position the high-quality product, that tastes great, helps maintain a healthy gut, and makes consumers feel good inside and out, for expansion to the health and wellness market in the United States.

"The importance of this strategic shift should not be underestimated as Amazon's Seller Central will provide Plant & Co. to have greater control over our product sales on the online retail giant," said Shawn Moniz, CEO of Plant & Co. Brands. "We are building off the recent success of growing sales on Amazon where Holy Crap cereal sales increased over 120% in the second half of 2020 versus the same period in 2019. Through Seller Central we will also be able to leverage Amazon's FBA (Fulfillment by Amazon) solution for markets not easily served by our existing distribution channels. It also provides a roadmap for expansion into the largest single health and wellness market on the planet: the United States."

Holy Crap breakfast cereal is a high-quality plant-based cereal containing certified organic, non-gmo, kosher and gluten free ingredients, such as hemp seed, buckwheat, chia seeds, and gluten-free oats. The tasty, nutrient-packed breakfast cereals have high levels of essential amino and fatty acids, a kick of fiber, and are free from the top 9 allergens and free from any additives like added flavors, preservatives, chemicals, color, salt, or oils.

Plant & Co. offers four distinct Holy Crap SKUs on Amazon.ca featuring single pouches. The strategic shift from Vendor to Seller Central will allow the Company to control price and inventory, expand the product assortment and SKUs, and maintain prime offers on all items. Product assortment optimization is key to the success of the cereal's future sales by expanding offerings from single pouches to packages of 6 and 12 pouches. The marketing strategy includes customer trials, increasing customer loyalty, while providing customer value through quantity sales.

Plant & Co. will also utilize Amazon's fulfillment solution adding to its existing distribution channels. The combination of Seller Central and FBA provides a roadmap for expansion into the United States making expansion to the US market relatively straight forward.

The US breakfast cereal marketplace is a significant growth opportunity with limited complexity and cost. While Amazon does not publish customer data, according to a recent estimate from Consumer Intelligence Research Partners (CIRP), Amazon.com Inc. has approximately 126 million members in its Prime membership program in the United States, accounting for roughly 65% of total Amazon shoppers (1). Brands available specifically to Prime buyers are those that utilize FBA, and historically Prime customers spend more money with Amazon. The average customer spends \$600 per year on Amazon, while Prime customers spend roughly \$1,400 per year (2).



At the same time, total revenue in the breakfast cereals segment is projected to reach more than US \$22 billion in 2020 (3). Growing popularity of on-the-go breakfasts, coupled with surging demand for organic cereals and rising health awareness among consumers, are key trends accelerating market growth. Customers are still attracted to the convenience and ease of breakfast cereals; however, their tastes have become more discerning and they will pay a premium for high-quality health-conscience brands. Holy Crap Brand cereals is a compelling innovation offering taste, convenience, and health benefits.

1. <https://www.digitalcommerce360.com/article/amazon-prime-membership/#:~:text=Amazon.com%20Inc.%20has%20126,recent%20quarter%2C%20according%20to%20CIRP.>
2. <https://www.businessinsider.com/amazon-prime-members-spend-more-money-sneaky-ways-2019-9#:~:text=The%20average%20Amazon%20customer%20spends,They%20spend%20%241%2C400%20each.>
3. <https://www.statista.com/outlook/40090100/109/breakfast-cereals/united-states>

About Plant & Co. Brands Ltd.

Plant & Co. Brands Ltd. (CSE: VEGN) (FSE: VGP) (OTCPK: EURPF) is a vertically integrated enterprise focused on the health and wellness sector.

For additional information, please contact: ir@plantandco.com.

Neither the Canadian Securities Exchange nor its Regulation Services Provider (as that term is defined in the policies of the Canadian Securities Exchange) accepts responsibility for the adequacy or accuracy of this press release, which has been prepared by management.

Cautionary Note Regarding Forward-Looking Statements

All statements in this press release, other than statements of historical fact, are “forward-looking information” with respect to the Company within the meaning of applicable securities laws, including with respect to the closing of the Transaction and the business plans and prospects of Holy Crap and the Company. The Company provides forward-looking statements for the purpose of conveying information about current expectations and plans relating to the future and readers are cautioned that such statements may not be appropriate for other purposes. By its nature, this information is subject to inherent risks and uncertainties that may be general or specific and which give rise to the possibility that expectations, forecasts, predictions, projections or conclusions will not prove to be accurate, that assumptions may not be correct and that objectives, strategic goals and priorities will not be achieved. These risks and uncertainties include but are not limited those identified and reported in the Company’s public filings under the Company’s SEDAR profile at www.sedar.com. Although the Company has attempted to identify important factors that could cause actual actions, events or results to differ materially from those described in forward-looking information, there may be other factors that cause actions, events or results not to be as anticipated, estimated or intended. There can be no assurance that such information will prove to be accurate as actual results and future events could differ materially from those anticipated in such statements. The Company disclaims any intention or obligation to update



or revise any forward-looking information, whether as a result of new information, future events or otherwise unless required by law.