



Plant&Co Engages Native Ads Inc. for Digital Media Services

~ To employ state of the art digital advertising to increase market and brand awareness ~

Toronto, Ontario – March 4, 2021 – Plant&Co. Brands Ltd. (CSE: VEGN) (FSE: VGP) (OTCPK: VGANF) (“Plant&Co”), a modern health and wellness company curating delicious plant-based foods, is pleased to announce it has entered into an agreement with Native Ads Inc. ("Native Ads") to provide a comprehensive digital media marketing campaign for cash consideration of \$300,000. The comprehensive advertising program is designed to build brand familiarity, general recognition, and awareness within online investor content platforms.

The term of the agreement extends from the effective date of February 25, 2021 until the digital media marketing campaign and related media buying concludes. The campaign includes, but is not limited to, content creation, web development, media buying and distribution, advertising development, and campaign reporting and optimization.

About Native Ads Inc.

Native Ads is a full-service ad agency that owns and operates a proprietary ad exchange with over 80 integrated SSPs (supply-side platforms) resulting in daily access to three to seven billion North American ad impressions.

About Plant&Co

Plant&Co. Brands Ltd. (CSE: VEGN) (FSE: VGP) (OTCPK: VGANF) is modern health and wellness company curating delicious plant-based foods. For more information please visit: www.PlantandCo.com.

About Holy Crap

At Holy Crap Foods Inc. our mission is to create products that create a healthy gut through simple, quality ingredients that ultimately feed the connection between gut and mind. Holy Crap is an organic breakfast cereal for today’s consumer that expects their food to work hard for them. Our great tasting cereal helps maintain a healthy gut which creates a happy mind. For more information on the healthy and high-quality breakfast cereals visit: www.HolyCrap.com.

About YamChops

YamChops is a plant-based butcher shop based in Toronto, Ontario. Vegans, vegetarians, flexitarians and even meat enthusiasts love visiting the beautifully curated shop located in the heart of Toronto’s food district. Whether customers sample YamChops’ Tunaless “Tuna”, Chick*n Schnitzel, Szechuan “Beef”, Montreal Style “Steak”, or browse their vegan grocery market assisted by its knowledgeable staff, customers will have an unforgettable experience at YamChops vegan butcher shop. YamChops’ mission is to provide extraordinary plant-based foods and provide extraordinary service to its customers, with a vision to expand its plant based culinary experience and make YamChops the destination of choice for all consumers. For more product information please visit: www.YamChops.com. Interested

entrepreneurs can find more information regarding YamChops franchising opportunities by visiting the YamChops website: <https://yamchops.com/pages/franchise>.

For additional information, please contact:

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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 Plant&Co. and Holy Crap within the meaning of applicable securities laws, including with respect to the closing of the Transaction and the business plans and prospects of Plant&Co. and Holy Crap. Plant&Co. and Holy Crap provide 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 to those identified and reported in Plant&Co.’s and Holy Crap’s public filings under their respective SEDAR profile at www.sedar.com. Although Plant&Co. and Holy Crap have 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. Plant&Co. and Holy Crap disclaim 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.