



Plant&Co™ Records Record eCommerce Revenue

Toronto, Ontario – May 12, 2022 – Plant&Co. Brands Ltd. (CSE: VEGN) (FSE: VGP) (OTCQB: VGANF) (“PLANT&CO” or the “Company”), a modern health and wellness company curating delicious plant-based foods, is pleased to provide an update on its eCommerce business for its wholly owned subsidiary, Holy Crap Brands.

“It has been a progressive quarter, and an even more progressive year for product development and revenue generation here at Plant&Co. Our more recent shareholder updates have been specific to acquisition execution in our restaurant vertical, however many shareholders have inquired about our CPG vertical and our progress on our growth plans. To that end I am pleased to give shareholders updates and highlights of our CPG business’s eCommerce progress.”, said Shawn Moniz, CEO of Plant&Co.

CPG eCommerce Highlights: Holy Craps Brands

- Total eCommerce sales revenue for the first 4 months of the year (January – April) **increased by +30%** vs the same period in 2021.

The company recorded sustained organic growth with net new and repeat customer purchases across our digital sales platforms of HolyCrap.com, Amazon.ca, and Amazon.com.

- Total eCommerce sales revenue captured in April 2022 **increased by +84%** vs the same period in 2021.

The company recorded incremental sales from its new Oatmeal line attracting net new customers to our brand, translating in increased sales accounted for across all product SKUs.

- For the period of Q1 2022 vs the period of Q1 2021, the company recorded a total eCommerce sales revenue **increase of approximately +15%**

The company recorded achievements for quarterly revenue targets as well as capturing double digit growth from comparable quarters.

Continued execution of company sales initiatives has led to the capture of current sales achievements. The company continues to improve efficiencies in attracting new users to our base HolyCrap cereal range, and our continued focus on product development has led to the launch of a new cereal flavour, plus the launch of an entirely new product line of Oatmeal SKUs. These new products are attracting new users to the brand which contributed to our strong April growth.

“Along side continued product development the company has been focused on producing forward-moving results. The CPG eCommerce numbers shared in this release are the result of the company’s plans and execution which are now driving revenues and is also a reflection of how the company is successfully allocating resources to create shareholder value.” said Shawn Moniz. “We look forward to continuing our achievements and further accelerating sales throughout 2022 and beyond.”

About Plant&Co

Plant&Co. Brands Ltd. (CSE: VEGN) (FSE: VGP) (OTCQB: VGANF) is a modern health and wellness company curating delicious plant-based foods. It offers a growing number of plant-based food products through its brand



portfolio of Holy Crap Foods, YamChops 'a plant-based butcher', LumberHeads Food Co., and Heal Wellness. For more information please visit: www.HolyCrap.com, www.YamChops.com, www.LumberHeads.com, www.HealWellness.ca, and www.PlantandCo.com.

Plant&Co. Brands Ltd.

Shawn Moniz
Chief Executive Officer

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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. Forward-looking information is frequently characterized by words such as "plan", "expect", "project", "intend", "believe", "anticipate", "estimate" and other similar words, or statements that certain events or conditions "may" or "will" occur, and include management's expectations related to the accretive nature of the Acquisition as well as the future performance of the Company or of Heal Wellness, management's anticipated growth of Heal Wellness through existing and new locations being established throughout 2022 and 2023, the successful sourcing of suitable new Heal Wellness locations by the Company, the success of the Company's discussions with respect to the potential of expanding the Heal Wellness stores via corporate and franchise locations, and any announcements related thereto, the introduction of new Heal Wellness products, as well as the Company's continuing search for accretive opportunities in 2022. Forward-looking statements are based on the opinions and estimates at the date the statements are made and are subject to a variety of risks and uncertainties and other factors that could cause actual events or results to differ materially from those anticipated in the forward-looking statements. There are uncertainties inherent in forward-looking information, including factors beyond the Company's control. There are no assurances that the business plans for Plant&Co. described in this news release will come into effect on the terms or time frame described herein. The Company undertakes no obligation to update forward-looking information if circumstances or management's estimates or opinions should change except as required by law. The reader is cautioned not to place undue reliance on forward-looking statements. For a description of the risks and uncertainties facing the Company and its business and affairs, readers should refer to the Company's Management's Discussion and Analysis and other disclosure filings with Canadian securities regulators, which are posted on www.sedar.com.