



Planet Based Foods Announces Dave Wilbern as Vice President of Sales

VANCOUVER, BC, Feb. 22, 2022 /CNW/ - Planet Based Foods Global Inc. (CSE: PBF) (FRA: AZ0) ("PBF", "Planet Based Foods" or the "Company") is pleased to announce Mr. Dave Wilbern has been appointed as Vice President of Sales of the Company.

Mr. Wilbern is an accomplished sales executive with a diverse background in sales, marketing and operations at privately held and publicly traded Fortune 500 companies. Specializing in new business development and strategy, his extensive experience spans national accounts, group purchasing organizations (GPOs) and local and national broadline distributors. As a collaborative leader, Mr. Wilbern excels in building and leading national sales organizations and developing broker networks.

"I'm proud to be joining the Planet Based Foods team as Vice President of Sales," said Mr. Wilbern. "To be a part of such an innovative group that prioritizes the health of people and the planet is incredibly fulfilling, and I am actively committed to the ongoing growth of the company through my new leadership role."

"We are very pleased to have Dave join Planet Based Foods at such an exciting time in our growth," said Planet Based Foods' President and CEO Braelyn Davis. "Dave is a talented executive with a proven track record in successfully expanding companies through smart sales programs and strategic relationship building. As we continue to scale our brand, his wide-ranging experience will be a great asset to the Planet Based Foods team."

For further details about the Company, please refer to the Company's listing statement at www.thecse.com as well as the Company's profile at www.sedar.com.

To view information about the Company and subscribe to automated email alerts for future news and public filings, visit the Planet Based Foods website at www.planetbasedfoods.com.

About Planet Based Foods

PBFG, through its wholly-owned subsidiary in San Diego, California, Planet Based Foods, is a producer of sustainable plant-based meat substitutes. Planet Based Foods was founded in 2018 in San Diego, California. With a mission to build a better food system by providing hemp-formulated superfood products to people today that support our planet tomorrow, all Planet Based Foods products are 100% vegan.

ON BEHALF OF THE BOARD

"Braelyn Davis"

Braelyn Davis

President, Chief Executive Officer and Director


For more information, please visit: www.planetbasedfoods.com or contact: Invest@planetbasedfoods.com

FORWARD-LOOKING STATEMENTS:

Certain statements included in this news release constitute forward-looking information or statements (collectively, "forward-looking statements"), including those identified by the expressions "anticipate", "assume", "believe", "plan", "estimate", "expect", "intend", "may", "should" and similar expressions to the extent they relate to the Company or its management. The forward-looking statements are not historical facts but reflect current expectations regarding future results or events. This news release contains forward looking statements. These forward-looking statements are not guarantees of future performance and involve risks, uncertainties and assumptions which are difficult to predict. Such statements are based on current expectations and various estimates, factors and assumptions and involve known and unknown risks, uncertainties and other factors. Such statements and information are based on numerous assumptions regarding present and future business strategies and the environment in which the Company will operate in the future. The Company assumes no responsibility to update or revise forward-looking information to reflect new events or circumstances unless required by law. Readers should not place undue reliance on the Company's forward-looking statements.

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