

EAT BEYOND ANNOUNCES AT-THE-MARKET OFFERING OF UP TO US\$12.5 MILLION

Vancouver, B.C. – October 7, 2022 – Eat & Beyond Global Holdings Inc. (CSE: EATS) (FSE: 988) ("Eat & Beyond" or the "Company"), an investment issuer focused on the global plant-based and alternative protein sector has entered into an equity distribution agreement dated October 7, 2022 (the "Distribution Agreement") with Research Capital Corporation ("Research Capital"). Under the Distribution Agreement, the Company will be entitled, at its discretion and from time-to-time during the term of the Distribution Agreement, to sell, through Research Capital, as sole and exclusive placement agent, such number of common shares of the Company (the "Common Shares") having an aggregate gross sales price of up to US\$12.5 million (the "ATM Offering"). Sales of the Common Shares will be made through "at-the-market distributions", as defined in National Instrument 44-102 - Shelf Distribution, directly on the Canadian Securities Exchange (the "CSE") or, if any, other recognized Canadian "marketplace" within the meaning of National Instrument 21-101 - Marketplace Operations where the Common Shares are listed, quoted or otherwise traded. The volume and timing of distributions under the ATM Offering, if any, will be determined in the Company's sole discretion. The Common Shares will be distributed at market prices or prices related to prevailing market prices from time to time. As a result, prices of the Common Shares sold under the ATM Offering will vary as between purchasers and during the period of distribution. The ATM Offering will be effective until the earlier of the issuance and sale of all of the Common Shares issuable pursuant to the ATM Offering and October 7, 2024, unless terminated prior to such date by the Company or the Agent in accordance with the terms of the Distribution Agreement.

Distributions of the Common Shares under the ATM Offering will be made and qualified by way of a prospectus supplement dated October 7, 2022 (the "Prospectus Supplement") to the Company's existing Canadian short form base shelf prospectus (the "Base Shelf Prospectus") dated August 31, 2022. The Prospectus Supplement has been filed with the securities commissions in all provinces and territories of Canada. The Canadian Prospectus Supplement (together with the related Base Shelf Prospectus) is available on the SEDAR website maintained by the Canadian Securities Administrators at www.sedar.com. Alternatively, the Company or Research Capital will send the Prospectus Supplement (including the Base Shelf Prospectus) upon request. Such requests may be made by sending an email to Research Capital at Attention: Jovan Stupar, vib@researchcapital.com.

The Company intends to use the net proceeds of the ATM Offering for new investments, funding portfolio companies and general and administrative expenses.

The Company will pay to Research Capital a placement fee equal to 2% of the gross sales price per Common Share sold under the Distribution Agreement.

The securities being offered have not been, nor will they be, registered under the United States *Securities Act of 1933*, as amended, and may not be offered or sold in the United States or to, or for the account or benefit of, U.S. persons absent registration or an applicable exemption from the registration requirements. This news release will not constitute an offer to sell or the solicitation of an offer to buy nor will there be any sale of the securities in any State in which such offer, solicitation or sale would be unlawful.

This news release does not constitute an offer to sell or the solicitation of an offer to buy securities, nor will there be any sale of the securities in any jurisdiction in which such offer, solicitation or sale would be unlawful prior to the registration or qualification under the securities laws of any such jurisdiction.

All references to currency in this news release are to Canadian currency.

ABOUT EAT & BEYOND GLOBAL HOLDINGS INC.

Eat & Beyond Global Holdings Inc. (CSE: EATS) (OTCQB: EATBF) (FSE: 988) is an investment issuer that makes it easy to invest in the future of food. Eat & Beyond identifies and makes equity investments in global companies that are developing and commercializing innovative food tech as well as plant-based and alternative food products. Led by a team of food industry experts, Eat & Beyond is the first issuer of its kind in Canada, providing retail investors with the unique opportunity to participate in the growth of a broad cross-section of opportunities in the alternative food sector, and access companies that are leading the charge toward a smarter, more secure food supply. Learn more: https://eatandbeyond.com

Find Eat & Beyond on Social Media on LinkedIn, Instagram, Twitter and Facebook.

For media inquiries, please contact: Brittany@Exvera.com

For investment inquiries, please contact: lnfo@EatandBeyond.com

For further information, please contact Michael Aucoin at Info@EatandBeyond.com or (604) 416-4099.

CAUTIONARY STATEMENT ON FORWARD-LOOKING STATEMENTS

This news release contains forward-looking statements within the meaning of the Canadian securities laws (together, "forward-looking statements"). Such forward-looking statements may include but are not limited to the sales of Common Shares under the Distribution Agreement, the amount of proceeds and the use of proceeds from such sales, the Company's plan of distribution as set out in the Prospectus Supplement and the accompanying Base Shelf Prospectus, including the documents incorporated by reference therein that may not be based on historical fact. Forward-looking information includes statements that may relate to our plans, objectives, goals, strategies, future events, future revenue or performance, capital expenditures, financing and other information that is not historical information. These statements appear in a number of different places in this prospectus and can often be identified by words such as "anticipates", "estimates", "projects", "expects", "intends", "believes", "plans", "will", "could", "may", or their negatives or other comparable words. Such forward-looking information is necessarily based on estimates and involve known and unknown risks, uncertainties and other factors that may cause actual results, performance or achievements to be materially different from any future results, performance or achievements that may be expressed or implied by such forward-looking information. Annual Information Form and Material Change Reports filed with the Canadian Securities Administrators available at https://www.sedar.com.

The CSE has neither approved nor disapproved the contents of this news release. Neither the CSE nor its Market Regulator (as that term is defined in the policies of the CSE) accepts responsibility for the adequacy or accuracy of this release.