



Vejii Expands Same-Day Delivery into the GTA Area, Representing Largest Metropolitan Area in Canada

Residents of the Greater Toronto Area ("GTA") can soon enjoy same-day delivery of sustainable, Plant-Based Products via the company's new fulfilment and last-mile delivery partnership

VANCOUVER, BC, Dec. 1, 2021 /CNW/ - Vejii Holdings Ltd. (the "Company" or "Vejii"), which owns and operates the plant-based marketplace [ShopVejii.com](https://shopvejii.com), is pleased to announce that as of November 30th it has entered into a partnership to bring same-day delivery across the Greater Toronto Area in Ontario starting January 2022.

Vejii has partnered with a leading fulfilment company, eShipper with over 21 years of shipping experience that completes more than 1 million shipments annually. Through this partnership, the company will take advantage of eShipper's existing warehouses and last-mile delivery courier relationships to offer a wide assortment of sustainable and plant-based products to customers in the GTA (with same-day service) and Eastern Canada. Vejii will be offering dry and shelf-stable products as well as refrigerated and frozen, allowing customers to enjoy an expanded shopping experience from the comfort of their homes.

The wider Greater Toronto Area (GTA) population in 2021 was 6.4 million. This makes the GTA the largest metropolitan area in Canada, and the seventh-largest metropolitan area in North America. ^[1]

This will significantly improve operational performance by splitting the Company's Canadian distribution into eastern and western regions. This will improve delivery times, performance, and improve costs on shipping for the Company and its customers.

"The customer shopping experience remains our number one priority and expanding in Canada is a stated milestone for the company. Same-day delivery is a critical part of our path forward in key metropolitan areas, and the added benefits of improved operational efficiencies are a bonus to the company", said Kory Zelickson, CEO of Vejii. "Same-day delivery has the added benefit of requiring less packaging than goods shipped by mail, particularly those that must be kept cold or frozen. By making it easy for consumers to shop for high-quality, plant-based alternatives, we hope to inspire those who may be interested in incorporating just a little more sustainability into their lifestyles, an easy solution."

[1] <https://canadapopulation.org/toronto-population/>

About Vejii Holdings Ltd.

Headquartered in Kelowna B.C., Vejii is a unified digital marketplace and fulfilment platform featuring thousands of plant-based and sustainable-living products from a growing list of hundreds of vendors. The platform offers an easy-to-use, omnichannel experience for both vendors and buyers, leveraging big data and artificial intelligence to elegantly connect brands with a targeted consumer base, both organically and through specialized marketing programs. Dynamic fulfillment services empower brands to offer fast and reliable delivery, with ongoing engagement being driven through features like smart lists, subscription programs, reordering functions, sampling programs, and more.

Information on the Company and its many products can be accessed through the links below.

[VejiiHoldings.com](https://vejiiholdings.com)

ON BEHALF OF THE BOARD OF DIRECTORS:

Kory Zelickson

Director and CEO

Find Vejii on Social Media: on Instagram, Facebook, Twitter and LinkedIn

No securities regulatory authority has either approved or disapproved of the contents of this news release.

CAUTION REGARDING FORWARD-LOOKING STATEMENTS

This press release contains certain forward-looking statements within the meaning of applicable securities laws with respect to the Company. These forward-looking statements generally are identified by words such as "believe," "project," "expect," "anticipate," "estimate," "intend," "strategy," "future," "opportunity," "plan," "may," "should," "will," "would," and similar expressions. Forward-looking statements in this press release relate to, without limitation, the Company's future performance, including increased revenues in Q4 2021, increased ROAS and continued reductions to CAC. Although the Company believes that the expectations and assumptions on which such forward-looking statements and information are based are reasonable, undue reliance should not be placed on the forward-looking statements and information because the Company can give no assurance that they will prove to be correct. Since forward-looking statements and information address future events and conditions, by their very nature they involve inherent risks and uncertainties. Many factors could cause actual future events to differ materially from the forward-looking statements in this press release including, without limitation, risk factors described in the Company's final long form prospectus dated October 25, 2021. Readers are cautioned that the foregoing list of factors is not exhaustive. The forward-looking statements included in this news release are expressly qualified by this cautionary statement. The forward-looking statements and information contained in this news release are made as of the date hereof and the Company undertakes no obligation to update publicly or revise any forward-looking statements or information, whether as a result of new information, future events or otherwise, unless so required by applicable laws.

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