

Ritual Superfoods Announces Grant of RSUs

VANCOUVER, April 5, 2021 – Ritual Superfoods Inc. (“Ritual” or the “Company”) (RSF) is pleased to announce it has granted an aggregate of 1,140,000 restricted share units (each, a “RSU”) to certain consultants, directors and officers of the Company pursuant to the Company’s Long-Term Performance Incentive Plan (the “LTIP”).

Each RSU represents the right to receive, once vested, one common share in the capital of the Company. All of the RSUs granted to consultants of the Company vested immediately upon grant and all of the RSUs granted to directors and officers of the Company vest on January 1, 2022.

In accordance with applicable securities laws, the securities granted to eligible holders are subject to a seasoning period of four months from the date that Ritual became a reporting issuer in Canada.

About Ritual

Ritual is a functional superfood company that creates plant-based elixirs, which support immunity, focus and relaxation. The company is poised to dominate a segment where demand and sales are growing exponentially. Under the executive leadership with over 100 years of CPG pedigree, Ritual is launching in North America in Q2 2021 as the company positions itself as a leader in the functional health and wellness industry. Ritual's superfood elixirs can be found online at www.rritual.com.

Follow Ritual on Twitter, LinkedIn, Facebook, and Instagram.

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Functional Foods Market

According to Grandview Research*, it is estimated that the global functional food market is projected to reach \$275 billion by 2025, growing at 7.9% each year with consumers putting more emphasis on health and wellness.

*<https://www.grandviewresearch.com/press-release/global-functional-foods-market>

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