



Better Plant Announces Change of Transfer Agent and Enters into Marketing Agreement

Vancouver, B.C. – February 19, 2021: Better Plant Sciences Inc. (CSE: PLNT) (OTCQB: VEGGF) (FSE: YG3) (“Better Plant” or the “Company”) announces that effective immediately, Better Plant has replaced Computershare Investor Services Inc. as the registrar and transfer agent of the Company’s common shares. All inquiries and correspondence relating to shareholder records, transfer of shares, lost certificates and or change of address should be directed to Endeavor Trust Corporation as follows:

Endeavor Trust Corporation
702 - 777 Hornby Street Vancouver, BC V6Z 1S4
david@endeavortrust.com
604 559 8818

Better Plant is also pleased to announce that it has entered into a 6 month marketing and consulting contract with Toronto-based marketing firm, North Equities Corp. (the “**Contract**”). North Equities specializes in various social media platforms, and will be able to facilitate greater investor and consumer engagement and widespread dissemination of the Company’s news. The Company has issued North Equities 500,000 common shares at a 7 day average deemed price of \$0.12 per share as payment for the \$60,000 initial set up fee under the Contract. The common shares issued to North Equities have a 4 month hold period. The remainder of the fee in the amount of \$40,000 is due 3 months after the date of the Contract.

Through its marketing capabilities on social media platforms, North Equities’ intended purpose will be to expand communication outreach while providing up-to-date information about Better Plant and its products to a wider audience.

About North Equities

The North Equities team has more than 100 team-years of equity experience and has helped more than 200 companies acquire more than 120k+ investors combined. With the perfect

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combination of expertise, tactics, and a track record in fundraising and marketing, North Equities has created the next evolution of investor engagement and marketing.

About Better Plant

Better Plant offers plant-based products for optimum health and wellness. It is a vertically integrated company with a team whose complementary experience enables acquisition, development, manufacturing, and direct-to-consumer distribution of its products. Its all-natural products vary in use from pain treatment to disease prevention to skin care, all without chemicals or harmful ingredients. It has an extensive catalogue of over 400 proprietary plant-based product formulas. Better Plant currently has over 70 plant-based products for sale through eCommerce and/or in retail stores under the brands Jusu, Urban Juve, and Wright & Well. Better Plant also owns approximately 28.6% of NeonMind.

For more information on Better Plant, visit betterplantsciences.com or follow [@betterplantsciences](https://www.instagram.com/betterplantsciences) on Instagram.

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The Canadian Securities Exchange has not reviewed, approved or disapproved the contents of this news release.

Cautionary Statement Regarding Forward-Looking Statements

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This press release includes forward-looking information and statements (collectively, “forward looking statements”) under applicable Canadian securities legislation. Forward-looking statements are necessarily based upon a number of estimates, forecasts, beliefs and assumptions that, while considered reasonable, are subject to known and unknown risks, uncertainties, and other factors which may cause actual results and future events to differ materially from those expressed or implied by such forward-looking statements. Such risks, uncertainties and factors include, but are not limited to: risks related to the development, testing, licensing, brand development, availability of packaging, intellectual property protection, reduced global commerce and reduced access to raw materials and other supplies due to the spread of COVID-19, the potential for not acquiring any rights as a result of the patent application and any products making use of the intellectual property may be ineffective or the company may be unsuccessful in commercializing them; and other approvals will be required before commercial exploitation of the intellectual property can happen. Demand for the company’s products, general business, economic, competitive, political and social uncertainties, delay or failure to receive board or regulatory approvals where applicable, and the state of the capital markets. Better Plant cautions readers not to place undue reliance on forward-looking statements provided by Better Plant, as such forward-looking statements are not a guarantee of future results or performance and actual results may differ materially. The forward-looking statements contained in this press release are made as of the date of this press release, and Better Plant expressly disclaims any obligation to update or alter statements containing any forward-looking information, or the factors or assumptions underlying them, whether as a result of new information, future events or otherwise, except as required by law.