



Better Plant Reports First Quarter 2021 Financial Results

Vancouver, B.C. – April 30, 2021: Better Plant Sciences Inc. (CSE: PLNT) (OTCQB: VEGGF) (FSE: YG3) (“Better Plant”) or (the “Company”) has released its financial results for its first quarter of 2021.

Complete, consolidated financial statements, along with related management discussion and analysis, can be found on SEDAR under Better Plant’s profile.

“The increase in Better Plant’s assets and revenues in Q1 is the result of the hard work and dedication of our talented team,” says Better Plant CEO Penny White. “Consumer habits have changed dramatically in the past year, many of them in a lasting way. Better Plant is well-equipped to leverage these trends and meet the needs of the consumer, ultimately enabling us to increase revenues by expanding our offering of healthy and sustainable plant-based products for our growing customer base.”

FIRST QUARTER HIGHLIGHTS

In Q1, Better Plant engaged Pure Product Brokers for sales representation for Better Plant’s Urban Juve products and engaged the Thank You Merci’s sales and merchandising team to represent Jusu Body, Jusu Life and Jusu Bar for sales representation for all channels in Canada and the United States. In addition to three eCommerce platforms for its products sales, Better Plant has over 35 salespeople working through agents to add retailers in Canada and the U.S. for both Urban Juve and Jusu brands, which together now boast over 80 unique plant-based products for sale, with new SKUs being added every month. In Q1, Better Plant also expanded its marketing arsenal by adding to its team of creative professionals who create proprietary, engaging, optimized content to market and promote its products, with increased video production and motion graphics capabilities.

SUMMARY OF FINANCIAL POSITION

	February 28, 2021	November 30, 2020
Current Assets	\$ 1,870,396	\$ 1,903,383
Total Assets	7,844,989	4,658,389
Current Liabilities	848,596	1,114,191
Total Liabilities	1,097,832	1,378,331
Equity attributable to Shareholders	6,747,157	3,828,138
Working Capital	1,021,800	789,192

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OVERALL PERFORMANCE

As of February 28, 2021, Better Plant's total assets grew to \$7.8 million from \$4.7 million at November 30, 2020. The majority of the growth was due to the deconsolidation of a previously majority-owned subsidiary, NeonMind Biosciences Inc. ("NeonMind") after its initial public offering in December 2020, and the recognition of its investment in NeonMind as an associate under the equity method thereafter.

Product sales were \$151,679, compared to \$25,441 in the same period of the prior year. During this period, Better Plant focused on building product sales, especially in the region of North America through ecommerce and retail distribution. Better Plant realized licensing revenues of \$145,416, compared to licensing revenues of \$105,543 for the prior year. Consulting revenue was \$194,230 for the three months ended February 28, 2021 as compared to \$860 for the prior year. Total revenue increased to \$491,325 from \$135,255 in the same period of the prior year as Better Plant increased consulting activities to related parties and increased product sales of its plant-based products.

Better Plant had a net loss of \$805,892 for the three months ended February 28, 2021 as compared to a net loss of \$2,698,939 for the same period of the prior year. The increase in net income was primarily driven by an increase in revenue, decrease in operating expenses, and gain on deconsolidation of NeonMind. Better Plant had a negative adjusted EBITDA of \$1 million as compared to \$2.2 million for the same period of the prior year. The decrease in negative adjusted EBITDA was achieved primarily by the increase in revenue and reduction in operating expenses.

SUMMARY OF FINANCIAL RESULTS THREE MONTHS ENDED:

	February 28, 2021	February 29, 2020
Revenue	\$ 491,325	\$ 135,255
Cost of sales	110,313	17,975
Gross profit	381,012	117,280
Operating expenses	2,010,903	2,844,164
Operating loss	(1,629,891)	(2,726,884)
Gain on loss of control of subsidiary	1,553,829	–
Share of net loss of equity accounted investees	(738,006)	(38,701)
All other items	8,176	66,646

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Net loss	(805,892)	(2,698,939)
Basis and diluted income (loss) per share	(0.00)	(0.02)

About Better Plant:

Better Plant harnesses plant intelligence and leverages modern science to offer sustainable, plant-based products that are better for health and better for the earth. It makes and sells over 90 proprietary products, all made with 100% natural ingredients, under the brands Jusu, Urban Juve and Wright & Well. It has a direct-to-consumer platform for refrigerated goods that offers easy online ordering and convenient home delivery in select cities in Alberta and BC. Better Plant operates Jusu Bar, a quick serve restaurant alternative in Victoria, BC, which serves up fresh, healthy, and nutritious options with a focus on Jusu cold-pressed juices. Jusubar.com offers home delivery of refrigerated plant-based beverages consisting of cold-pressed juices and packaged juice cleanses. Through its Shopify enabled eCommerce sites getjusu.com and urbanjuve.com, Better Plant sells plant-based personal care products, including skin care, hair care and body care. Jusu also has a line of plant-based all-natural home cleaning products that are sold to cleaning companies, retailers and sold directly to consumers. Better Plant also offers operational, financial, and other services to companies with businesses that align with Better Plant's mission to help create a better world. Better Plant incubated NeonMind Biosciences Inc., which sells medicinal mushroom infused coffees and is developing drugs with psychedelic ingredients to treat obesity and to suppress appetite.

To shop Better Plant's products, visit getjusu.com, jusubar.com and urbanjuve.com. 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

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

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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.