

## Better Plant Adds Sezzle to Bring 'Buy Now, Pay Later' Payment Solutions to its eCommerce Platform

Vancouver, British Columbia--(Newsfile Corp. - May 4, 2021) - **Better Plant Sciences Inc. (CSE: PLNT) (OTCQB: VEGGF) (FSE: YG3)** ("**Better Plant**") or (the "**Company**"), a wellness company that makes and sells plant-based products, has engaged Sezzle, a fintech company that enables "buy now, pay later" payments, for its [jusubar.com](https://www.jusubar.com) eCommerce platform.



Better Plant Adds Sezzle to Bring "Buy Now, Pay Later" Payment Solutions to its eCommerce Platform

To view an enhanced version of this graphic, please visit:

[https://orders.newsfilecorp.com/files/6377/82770\\_4261144f5491783a\\_001full.jpg](https://orders.newsfilecorp.com/files/6377/82770_4261144f5491783a_001full.jpg)

Sezzle enables customers to amortize their purchase to their debit card, bank account, or credit card over four interest-free payments with no credit checks. The payment solution is gaining major traction as it provides a sense of affordability, giving customers an incentive to purchase larger ticket items with four smaller payments over a six-week timeline.

"We are pleased to be adopting this progressive payment solution for our Jusu Bar customers," says Penny White, CEO of Better Plant. "We understand that modern consumers prefer more flexible and innovative payment solutions. Our goal is to deliver an incredible experience through all touchpoints of the consumer journey."

As of 2020, Sezzle is the highest-rated Buy Now, Pay Later platform, and has amassed nearly 2 million active customers with more than 16,000 retail partners.

According to CGK National Research Study from April 2020, 69% of millennials say they would try shopping at a new store if it offered installment payment plans.

"Jusu Bar is an ideal brand for us to complete a trial run of Sezzle's platform. The juice cleanses are a bigger ticket item, and splitting payments into four interest-free installments may encourage more first-time consumers

to try the product," added White. "Plus, because Sezzle does not impact the customer's credit, and the company still gets paid in full. It is a win-win situation."

Sezzle announced on March 29, 2021 that it was certified as a B Corp. Companies that are B Corp-certified have met specific standards relating to how the company's profits and resources are used to support a public benefit. B Corps are for-profit companies that consider the needs of broader constituents of stakeholders including community, employees, and society. B Corp Certification involves measuring a company's entire social and environmental performance by evaluating how its operations and business model impact the workers, community, environment, and customers.

### **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](http://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](http://getjusu.com) and [urbanjuve.com](http://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.

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

*Penny White, President & CEO*  
[penny@betterplantsciences.com](mailto:penny@betterplantsciences.com)  
1-833-515-2677

**Investor Relations:**  
*Alexandra Dumanski*  
[invest@betterplantsciences.com](mailto:invest@betterplantsciences.com)  
1-833-515-2677

**Sales Inquiries:**  
*Amber Allen, Head of Sales*  
[amber@betterplantsciences.com](mailto:amber@betterplantsciences.com)  
604-808-8118

*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 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.*



To view the source version of this press release, please visit <https://www.newsfilecorp.com/release/82770>.