



Better Plant Announces Appointment of Liselle Law as Chief Financial Officer

Vancouver, B.C. – October 22, 2021: Better Plant Sciences Inc. (CSE: PLNT) (OTCQB: VEGGF) (FRA: YG3) (“Better Plant” or the “Company”), announces the appointment of Liselle Law as its new Chief Financial Officer effective October 22, 2021. Ms. Law has been an employee of the Company for two and a half years, beginning as Senior Manager of Corporate Reporting in May 2019, and promoted to Associate Controller in June 2020, and Director of Finance in October 2020. Rick Huang has resigned as Better Plant’s Chief Financial Officer. Mr. Huang has also resigned as director of the Company, but he will continue to support the Company on a consultancy basis, as needed. Mr. Huang continues to act as Chief Financial Officer of NeonMind Biosciences Inc., a company affiliated with Better Plant.

“On behalf of Better Plant, I would like to thank Rick Huang for his diligent work and significant contributions during his tenure with the company”, says Penny White, CEO of Better Plant. “Mr. Huang was an integral part of navigating Better Plant through the pandemic and setting us up for success moving forward and I look forward to continuing to work with him on other projects. Liselle Law is a very talented and dedicated accountant and I’m proud to announce her well-deserved appointment.”

“I have enjoyed working at Better Plant, and I wish the company well. I believe Better Plant is well-positioned for the future. I will remain committed to helping Liselle Law and the financial team to ensure a seamless transition”, says Rick Huang.

Ms. Law has expertise in financial reporting and disclosure requirements, complex accounting transactions, and tax compliance. She has been a key member of the accounting team at Better Plant since May 2019. Prior to that, Ms. Law specialized in audit and assurance services at Manning Elliott LLP, working as Senior Accountant, Public Companies Assurance from October 2018 to May 2019 and as Accountant, Private and Public Companies Assurance from September 2016 to September 2018, where her experience included working with public and private company clients across Canada and the United States in various industries including manufacturing, financial investment, technology, mining & exploration, and oil & gas. Prior to that, Ms. Law was part of the tax team at Davidson & Company LLP, where she prepared personal and corporate tax returns and specialized tax filings for a variety of clients including publicly listed companies.

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Mr. Huang's departure is not related to any disagreement with the company's accounting principles or practices or financial statement disclosures.

About Better Plant Sciences Inc.

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 75 proprietary products, all made with 100% natural ingredients, under the brands Jusu, Urban Juve and Wright & Well. 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 and cleaning products. Better Plant products are sold through a network of over 150 online and brick and mortar retail locations including Whole Foods Market, Pharmasave, Healthy Planet and Vitasave. 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.

For more information on Better Plant, visit betterplantsciences.com or follow on [Instagram](#), [Twitter](#) or [LinkedIn](#).

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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 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.