

## **Planet Based Foods Announces Launch on Amazon.com**

Vancouver, BC, April 21, 2022— **Planet Based Foods Global Inc. (CSE: PBF) (OTCQB: PBFFF) (FRA: AZ0)** (“PBFG”, Planet Based Foods” or the “Company”), a San Diego-based sustainable food startup pioneering clean, nutrient-dense, plant-based meat alternatives, is proud to announce the Company’s launch on Amazon.com, the world’s largest retailer.

A curated selection of Planet Based Foods’ innovative hemp-formulated products are now available for purchase on the Company’s Amazon store, including The Original Burger, Green Chili Southwest Burger, Breakfast Sausage Patty Hot, The Original Crumble, The Italian Sausage Crumble and Variety Pack. Individual items are priced at \$29 including free shipping while the Variety Pack is listed for \$69.

As part of its launch strategy, Planet Based Foods has partnered with Omni ePartners (“OeP”) as its broker, a leading full-service Amazon agency that focuses on increasing product awareness and driving online marketplace sales. OeP will engage in the build and optimization of the Company’s Amazon page, produce top-quality content and provide ongoing marketing support via SEO/SEM research, creative advertising campaigns and other powerful brand practices.

“Launching on Amazon — the largest e-commerce retailer in the world — represents a very exciting milestone in the Company’s growth journey,” said Planet Based Foods’ President and CEO Braelyn Davis. “Much like Google, modern consumers of today use Amazon as their go-to search engine for purchasing products, and our presence on the platform will be highly impactful in boosting brand awareness, achieving sales targets and continuously driving customers to the Planet Based Foods website.”

For further details about the Company and the listing transaction, please refer to the Company’s listing statement at [www.thecse.com](http://www.thecse.com) as well as the Company’s profile at [www.sedar.com](http://www.sedar.com).

To view information about the Company and subscribe to automated email alerts for future news and public filings, visit the Planet Based Foods website at [www.planetbasedfoods.com](http://www.planetbasedfoods.com).

### **About Planet Based Foods**

PBFG, through its wholly-owned subsidiary in San Diego, California, Planet Based Foods, is a producer of sustainable plant-based meat substitutes. Planet Based Foods was founded in 2019 in San Diego, California. With a mission to build a better food system by providing hemp-formulated superfood products to people today that support our planet tomorrow, all Planet Based Foods products are 100% vegan.

### **ON BEHALF OF THE BOARD**

***“Braelyn Davis”***

**Braelyn Davis**

**President, Chief Executive Officer and Director**

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#### **FORWARD-LOOKING STATEMENTS:**

Certain statements included in this news release constitute forward-looking information or statements (collectively, “forward-looking statements”), including those identified by the expressions “anticipate”, “assume” “believe”, “plan”, “estimate”, “expect”, “intend”, “may”, “should” and similar expressions to the extent they relate to the Company or its management. The forward-looking statements are not historical facts but reflect current expectations regarding future results or events. This news release contains forward looking statements. These forward-looking statements are not guarantees of future performance and involve risks, uncertainties and assumptions which are difficult to predict. Such statements are based on current expectations and various estimates, factors and assumptions and involve known and unknown risks, uncertainties and other factors. Such statements and information are based on numerous assumptions regarding present and future business strategies and the environment in which the Company will operate in the future. The Company assumes no responsibility to update or revise forward-looking information to reflect new events or circumstances unless required by law. Readers should not place undue reliance on the Company's forward-looking statements.

The Canadian Securities Exchange does not accept responsibility for the adequacy or accuracy of this news release.

**SOURCE: Planet Based Foods Global Inc.**

For more information, please visit: [www.planetbasedfoods.com](http://www.planetbasedfoods.com) or contact: [Invest@planetbasedfoods.com](mailto:Invest@planetbasedfoods.com)

