

## PlantX Announces Record Black Friday and Cyber Monday Revenue



VANCOUVER, British Columbia — **December 9, 2021** /CNW/ — PlantX Life Inc. (the “**Company**” or “**PlantX**”) (CSE: VEGA) (Frankfurt: WNT1) (OTCQB: PLTXF) is thrilled to announce that it has achieved record revenue of \$153,000 for the sales generated from its 2021 Black Friday and Cyber Monday promotions, marking an 63% revenue increase compared to the same period in 2020, and a 100% increase compared to 2019.

The Company’s 2021 Black Friday and Cyber Monday e-commerce promotions and sales catalyzed a significant revenue growth of \$60,000 compared to the same period in 2020. The increased demand for PlantX products during the recent promotional campaign helped the Company achieve an astounding new record revenue of \$153,000 in just a few days.

“Our e-commerce sales success during Black Friday and Cyber Monday is extremely encouraging and confirms PlantX’s growing popularity in the plant-based space,” said Sean Dollinger, PlantX Founder. “We are determined to make the most of this momentum, build on our expansion efforts, and continue to execute our vision to become the number one plant-based marketplace globally.”

*The financial results disclosed in this press release are management prepared and have not been audited or reviewed by the Company’s auditors. Unless otherwise indicated, all amounts are expressed in Canadian dollars.*

### **About PlantX Life Inc.**

As the digital face of the plant-based community, PlantX’s platform is the one-stop-shop for everything plant-based. With its fast-growing category verticals, the Company offers customers across North America more than 5,000 plant-based products. In addition to offering meal and indoor plant deliveries, the Company currently has plans underway to expand its product lines to include cosmetics, clothing, and its own water brand — but the business is not limited to an e-commerce platform. The Company uses its digital platform to build a community of like-minded consumers, and most importantly, provide

education. Its successful enterprise is being built and fortified on partnerships with top nutritionists, chefs and brands. The Company eliminates the barriers to entry for anyone interested in living a plant-based lifestyle and thriving in a longer, healthier and happier life.

## **CONTACT INFORMATION**

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The Company website is <http://investor.PlantX.com/>.

## **Forward Looking-Information**

*This press release contains "forward-looking information" within the meaning of applicable securities laws. All statements contained herein that are not clearly historical in nature may constitute forward-looking information. In some cases, forward-looking information can be identified by words or phrases such as "may", "will", "expect", "likely", "should", "would", "plan", "anticipate", "intend", "potential", "proposed", "estimate", "believe" or the negative of these terms, or other similar words, expressions and grammatical variations thereof, or statements that certain events or conditions "may" or "will" happen, or by discussions of strategy. The forward-looking information contained herein includes, without limitation, the business and strategic plans of the Company.*

*By their nature, forward-looking information is subject to inherent risks and uncertainties that may be general or specific and which give rise to the possibility that expectations, forecasts, predictions, projections or conclusions will not prove to be accurate, that assumptions may not be correct and that objectives, strategic goals and priorities will not be achieved. A variety of factors, including known and unknown risks, many of which are beyond our control, could cause actual results to differ materially from the forward-looking information in this press release including, without limitation: the Company's ability to comply with all applicable governmental regulations including all applicable food safety laws and regulations; impacts to the business and operations of the Company due to the COVID-19 epidemic; a limited operating history, the ability of the Company to access capital to meet future financing needs; the Company's reliance on management and key personnel; competition; changes in consumer trends; foreign currency fluctuations; and general economic, market or business conditions.*

*Additional risk factors can also be found in the Company's continuous disclosure documents which have been filed on SEDAR and can be accessed at [www.sedar.com](http://www.sedar.com). Readers are cautioned to consider these and other factors, uncertainties and potential events carefully and not to put undue reliance on forward-looking information. The forward-looking information contained herein is made as of the date of this press release and is based on the beliefs, estimates, expectations and opinions of management on the date such forward-looking information is made. The Company undertakes no obligation to update or revise any forward-looking information, whether as a result of new information, estimates or opinions, future events or results or otherwise or to explain any material difference between subsequent actual events and such forward-looking information, except as required by applicable law.*