

FORM 7
MONTHLY PROGRESS REPORT

Name of Listed Issuer: Plant&Co. Brands Ltd. (the "Issuer" or "Plant&Co.").

Trading Symbol: VEGN

Number of Outstanding Listed Securities: 104,357,421

Date: September 29, 2021

This Monthly Progress Report must be posted before the opening of trading on the fifth trading day of each month. This report is not intended to replace the Issuer's obligation to separately report material information forthwith upon the information becoming known to management or to post the forms required by Exchange Policies. If material information became known and was reported during the preceding month to which this report relates, this report should refer to the material information, the news release date and the posting date on the Exchange website.

This report is intended to keep investors and the market informed of the Issuer's ongoing business and management activities that occurred during the preceding month. Do not discuss goals or future plans unless they have crystallized to the point that they are "material information" as defined in the Policies. The discussion in this report must be factual, balanced and non-promotional.

General Instructions

- (a) Prepare this Monthly Progress Report using the format set out below. The sequence of questions must not be altered nor should questions be omitted or left unanswered. The answers to the items must be in narrative form. State when the answer to any item is negative or not applicable to the Issuer. The title to each item must precede the answer.
- (b) The term "Issuer" includes the Issuer and any of its subsidiaries.
- (c) Terms used and not defined in this form are defined or interpreted in Policy 1 – Interpretation and General Provisions.

Report on Business

1. Provide a general overview and discussion of the development of the Issuer's business and operations over the previous month. Where the Issuer was inactive disclose this fact.

See Item 2 below for a complete overview and discussion of the Issuer's activities for the month of September 2021.

2. Provide a general overview and discussion of the activities of management.

On September 2, 2021, the Issuer announced increased production at its Gibson, BC production facility to fulfill orders from recently introduced Longo Brothers Fruit Markets ("Longo's") and Highland Farms.

Longo's was founded by brothers Tommy, Joe, and Gus who opened their first store in 1956. The family grocer has expanded over the years to include 36 locations throughout the greater Toronto and Hamilton areas in Ontario. The Longo family continues to grow with many members of the third generation building careers within the business while championing the founders' vision. In early 2021, Sobeys' parent company acquired a 51% stake in Longo's and its Grocery Gateway e-commerce business.

Holy Crap now offers five distinct flavours in Canada all of which contain certified organic, non-GMO, kosher and gluten free ingredients, such as hemp seed, buckwheat, chia seeds, and gluten-free oats. The tasty, nutrient-packed breakfast cereals have high levels of essential amino and fatty acids, a kick of fiber, and are free from the top nine allergens and free from any additives like added flavors, preservatives, chemicals, color, salt, or oils.

Holy Crap breakfast cereal is a high-quality product that tastes great, helps maintain a healthy gut, and makes consumers feel good inside and out. Once featured on CBC's *Dragons Den*, Holy Crap continues to focus on creating innovative brands and products inspired to improve lives through simple, quality ingredients. Holy Crap products are manufactured in Gibsons, British Columbia and are available at more than 750 locations across Canada including many well-known Canadian

retailers such as Whole Foods, Save-On-Foods, London Drugs, and now Longo's as well as online through its website at www.holycrap.com and through www.amazon.ca.

About Longo's

Longo Brothers Fruit Markets Inc., known simply as Longo's, is a privately-owned chain of retail supermarkets in Southern Ontario, Canada. Its corporate office is located in Vaughan and it operates 36 locations throughout the Greater Toronto and Hamilton Area. Longo's was founded in 1956 by brothers Joe, Tommy, and Gus Longo, who immigrated to Canada in 1951 from Termini Imerese, Sicily. In March 2021, the Empire Company, parent company of Sobeys, acquired a 51% stake in Longo's and its Grocery Gateway e-commerce business.

On September 14, 2021, the Issuer announced the results from its 2021 Annual General and Special Meeting (the "Meeting") of shareholders held on September 2, 2021. A total of 35,302,869 common shares were voted at the Meeting, representing 33.8% of the issued and outstanding common shares of the Issuer.

All resolutions presented to the shareholders were approved, and are fully described in the management information circular dated July 22, 2021, which can be found on SEDAR (www.sedar.com) and on the Issuer's website.

Shareholders voted 95% in favour of the plan of arrangement, which involves the distribution of common shares of 1309185 BC Ltd. to the shareholders of the Issuer in the form of a dividend distribution. The dividend distribution is at a pre-determined ratio of 1 common share of 1309185 BC Ltd. for each 9 shares of Plant&Co held.

On September 16, 2021, the Issuer announced a corporate update and its 2021-2022 strategy focus for overall firm-wide growth.

Plant&Co has established a set of operational milestones for the next 6, 12 and 18 months. In the near term (within the next 6 months), the highlights of the first set of milestones are comprised of, but not limited to the following:

- Driving distribution of Holy Crap Cereals and proprietary YamChops products.
- Onboarding a company-wide chef to assist in the perfection of Plant&Co's innovation pipeline. We pride ourselves in the creation of great products and look forward to the creation of new plant-based foods that balance enjoyment and well-being.
- New brand launch that fills a gap in the current and planned future portfolio that will enable Plant&Co to access and attract new customers.
- Finalize production capacity to support growth of current products plus production of the new products pipeline.
- Expand infrastructure for effectiveness and operational efficiencies as the portfolio expands.
- M&A focused on the addition of great tasting products to Plant&Co's growing Sales & Distribution capabilities
- Return on Investment: constantly focused on generating returns for shareholders

As the Issuer focuses on these near-term milestones, further updates will be given to shareholders on the 12 month and 18-month milestones as we get closer to those dates. The Issuer's board and its management team remain focused on achieving growth by executing on the plans established over the summer months and will continue to improve operations as the business grows and expands throughout the plant-based sector.

Over the next few months more details of Plant&Co's strategy will become apparent and communicated to its shareholders as those milestones are achieved.

On September 29, 2021, the Issuer announced that it has engaged renowned plant-based chef Ivan Castro to take the lead on the overall Grown Not Raised TM family of products at Plant&Co. Mr. Castro will also assist with new product selection and design that will support expansion initiatives throughout Plant&Co's network of distribution partners.

The appointment of a head chef is the first step in the Issuer's previously announced corporate strategy. The Issuer's board and management team has established a set of operational milestones

for the next 6, 12, and 18 months and remains focused on achieving growth through the execution of its 2021-2022 corporate strategy.

Meet the Chef

Mr. Ivan Castro is a renowned and experienced chef who is passionate about plant-based cooking. He has studied at the CESSA University in Mexico City and perfected his culinary skills in New York City. Castro attended the highly respected Natural Gourmet Institute for several diverse culinary programs and the Plant Lab by Matthew Kenney, focusing on plant-based food excellence. Castro found his passion for cooking at an early age in his hometown of Mexico City where he was inspired by his mother and grandmother who taught him the art of homemade Mexican cooking.

Ivan strives to bring both his passion for authentic Mexican flavours and international contemporary cuisine, his commitment to organic, sustainable, and plant-based ingredients, and a creative new twist to his new projects.

3. Describe and provide details of any new products or services developed or offered. For resource companies, provide details of new drilling, exploration or production programs and acquisitions of any new properties and attach any mineral or oil and gas or other reports required under Ontario securities law.

None.

4. Describe and provide details of any products or services that were discontinued. For resource companies, provide details of any drilling, exploration or production programs that have been amended or abandoned.

None.

5. Describe any new business relationships entered into between the Issuer, the Issuer's affiliates or third parties including contracts to supply products or services, joint venture agreements and licensing agreements etc. State whether the relationship is with a Related Person of the Issuer and provide details of the relationship.

None.

6. Describe the expiry or termination of any contracts or agreements between the Issuer, the Issuer's affiliates or third parties or cancellation of any financing arrangements that have been previously announced.

None.

7. Describe any acquisitions by the Issuer or dispositions of the Issuer's assets that occurred during the preceding month. Provide details of the nature of the assets acquired or disposed of and provide details of the consideration paid or payable together with a schedule of payments if applicable, and of any valuation. State how the consideration was determined and whether the acquisition was from or the disposition was to a Related Person of the Issuer and provide details of the relationship.

N/A.

8. Describe the acquisition of new customers or loss of customers.

N/A.

9. Describe any new developments or effects on intangible products such as brand names, circulation lists, franchises, licenses, patents, software, subscription lists and trade-marks.

None.

10. Report on any employee hirings, terminations or lay-offs with details of anticipated length of lay-offs.

See Item 2.

11. Report on any labour disputes and resolutions of those disputes if applicable.

None.

12. Describe and provide details of legal proceedings to which the Issuer became a party, including the name of the court or agency, the date instituted, the principal parties to the proceedings, the nature of the claim, the amount claimed, if any, if the proceedings are being contested, and the present status of the proceedings.
- None.**
13. Provide details of any indebtedness incurred or repaid by the Issuer together with the terms of such indebtedness.
- N/A.**
14. Provide details of any securities issued and options or warrants granted.
- None.**
15. Provide details of any loans to or by Related Persons.
- N/A.**
16. Provide details of any changes in directors, officers or committee members.
- None.**
17. Discuss any trends which are likely to impact the Issuer including trends in the Issuer's market(s) or political/regulatory trends.
- None.**

Certificate of Compliance

The undersigned hereby certifies that:

1. The undersigned is a director and/or senior officer of the Issuer and has been duly authorized by a resolution of the board of directors of the Issuer to sign this Certificate of Compliance.
2. As of the date hereof there were is no material information concerning the Issuer which has not been publicly disclosed.
3. The undersigned hereby certifies to CNSX that the Issuer is in compliance with the requirements of applicable securities legislation (as such term is defined in National Instrument 14-101) and all CNSX Requirements (as defined in CNSX Policy 1).
4. All of the information in this Form 7 Monthly Progress Report is true.

Dated: September 29, 2021 .

Shawn Moniz
Name of Director or Senior Officer

"Shawn Moniz"
Signature

CEO & Director
Official Capacity

<i>Issuer Details</i> Name of Issuer	For Month End	Date of Report YY/MM/D
Plant&Co. Brands Ltd.	September 2021	2021/09/29
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City/Province/Postal Code Vancouver, BC V6J 4M6	Issuer Fax No. 604.737.1140	Issuer Telephone No. 833.375.2682
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