



Planting Hope Participates in Canaccord Genuity 42nd Annual Growth Conference

- *Planting Hope has a full schedule of one-on-one meetings at the Canaccord Genuity 42nd Annual Growth Conference in Boston*
- *Hope and Sesame[®] continues its award momentum with Barista Blend Sesamemilk nominated for Best Hospitality Product, a new category at the prestigious international GAMA Consumer Awards*
- *The Company has retained North American investor relations firm North Equities*

CHICAGO, IL and VANCOUVER, B.C. / ACCESSWIRE / August 11, 2022 – [The Planting Hope Company Inc.](#) (TSXV: MYLK) (OTCQB: MYLK) (FRA: J94) (“Planting Hope” or the “Company”), a plant-based food and beverage company focused on producing the world's most nutritious and planet-friendly products, announces its participation in the [Canaccord Genuity 42nd Annual Growth Conference](#) in Boston, MA, August 10-11 2022. The Company has secured an extensive meeting schedule with investors interested in growth companies focused on innovative consumer products and environmental sustainability. The Planting Hope team is also offering sesamemilk lattes—made with their award-winning [Hope and Sesame[®] Barista Blend Sesamemilk](#)—to conference attendees at Sorelle Café, next door to the Intercontinental Boston Hotel.

“We’re excited about the momentum sesamemilk is building right now,” said Julia Stamberger, CEO and Co-founder of Planting Hope. “Our goal at the Canaccord Genuity Growth Conference is to showcase sesamemilk as a more nutritious, delicious and planet-friendly plant milk, poised to take on almond milk as the most popular milk alternative.”

Sesamemilk is quickly being recognized as the next big trend to hit independent cafés, providing a complete protein dairy milk alternative that uses 95% less water than almond milk. This innovative plant milk is optimized for great performance in frothing, steaming, and foaming for hot and cold drinks in cafés and coffee shops, earning the Hope and Sesame[®] [Barista Blend Sesamemilk](#) a finalist spot in the brand new Hospitality category in the international [GAMA Consumer Awards](#). This latest nomination recognizing Hope and Sesame[®] adds to its growing list of awards, including “Best New Product” at CoffeeFest Chicago 2022 and “Best Plant-Based Milk” at the Plant Based World Expo.

Planting Hope is also pleased to announce it has entered into a marketing services agreement (the “**Agreement**”) with North Equities Corp. (“**North Equities**”) to provide investor relations and marketing services to the Company, effective August 10, 2022. North Equities will be providing a number of services to Planting Hope pursuant to the Agreement, which includes: (a) planning and disseminating online content; (b) interacting with community members and engaging with investors; (c) assisting with and posting on social media mediums; (d) spreading Company insights and announcements; and (e) featuring Planting Hope in videos. The Agreement is subject to the policies of the TSX Venture Exchange and

applicable securities laws. The Agreement has an initial term of six (6) months, for which North Equities will be paid an aggregate fee of \$90,000 in cash. North Equities has also been granted an option to acquire 160,000 subordinate voting shares ("Shares") at an exercise price of \$0.57 per Share (the "Stock Options"). The Stock Options will vest over a period of 12 months in equal amounts, on a quarterly basis, and expire on August 10, 2025. Other than the Stock Options, neither North Equities nor any employees of North Equities have any direct or indirect interest in Planting Hope or its securities. Planting Hope and North Equities are unrelated and unaffiliated entities as at the date hereof. North Equities is a Toronto, Canada based marketing firm, specializing in various social media platforms, facilitating awareness and keeping shareholders informed and excited through digital media.

For more information about Planting Hope and where to find its award-winning plant-based brands please visit plantinghopecompany.com, sign up for Planting Hope news emails [HERE](#) and follow on [LinkedIn](#). To follow the brands on Instagram and Facebook, please visit: @hopeandsesameco, @veggicopia, @rightrice, @mozaicschips.

About The Planting Hope Company Inc.

Planting Hope develops, launches, and scales uniquely innovative plant-based and planet-friendly food and beverage brands. Planting Hope's award-winning and cutting-edge products fill key unmet needs in the skyrocketing plant-based food and beverage space. The Planting Hope brand family includes Hope and Sesame® Sesamemilk and Sesamilk™ creamers, RightRice® Veggie Rice, Mozaics™ Real Veggie Chips, and Veggicopia® Veggie Snacks. Founded by experienced food industry entrepreneurs, Planting Hope is a women-managed and woman-led company focused on nutrition, sustainability, and diversity. For more information, visit: www.plantinghopecompany.com.

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Forward-Looking Statements This news release contains "forward-looking statements" or "forward-looking information" (collectively referred to hereafter as "forward-looking statements") within the meaning of applicable Canadian securities legislation. All statements that address activities, events, or developments that the Company expects or anticipates will, or may, occur in the future, including statements about the Company's ability to execute on its goals, the timing pertaining to these goals the potential demand for the Company's products, the timing and success of anticipated product launches and distribution of the Company's products, and the Company's business prospects, future trends, plans and strategies. In some cases, forward looking statements are preceded by, followed by, or include words such as "may", "will," "would", "could", "should", "believes", "estimates", "projects", "potential", "expects", "plans", "anticipates", "continues", or the negative of those words or other similar or comparable words. In preparing the forward looking statements in this news release, the Company has applied several material assumptions, including, but not limited to, the assumption that demand for the Company's product will be sustained or increase in accordance with management's projections, that the Company's internal research and analysis is indicative of broader market trends and the Company's anticipated future demand for its products, that changes in consumer preferences in the plant-based food industry will continue in accordance with the Company's expectations, that the Company's current business objectives can be achieved and that its other corporate activities will proceed as expected, and that general business and economic conditions will not change in a materially adverse manner. Although the management of the Company believes that the assumptions made and the expectations represented by such statements are reasonable, there can be no assurance that any forward-looking statement herein will prove to be accurate. Forward-looking statements involve known and unknown risks, uncertainties, and other factors which may cause the actual results, performance, or achievements of the Company to be materially different from any future results, performance, or achievements expressed or implied by such forward-looking statements. Although management of the Company has attempted to identify important factors that could cause actual results to differ materially from those contained in forward-looking information, there may be other factors that cause results not to be as anticipated, estimated, or intended. Risks and uncertainties applicable to the Company, as well as trends identified by the Company affecting its industry can be found in the Company's annual information form dated January 6, 2022 and the Company's continuous disclosure record available on SEDAR at www.sedar.com. Such cautionary statements qualify all forward-looking statements made in this news release. The Company undertakes no obligation to update or revise any forward-looking statements, whether as a result of new information, future events, or otherwise, except as required by applicable law.