



### Planting Hope to Present at Upcoming Industry Events and Webinars

- *Planting Hope to participate in irlabs Investor Day, “Companies Disrupting the World We Live In,” on November 2 at 3 p.m. ET*
- *Radius Research to host Planting Hope webinar on November 2 at 4:15 p.m. ET*
- *CEO Julia Stamberger and COO Susan Walters-Flood meeting with investors at CEM event in Hollywood, Florida November 11-13*

CHICAGO, IL and VANCOUVER, BC / ACCESSWIRE / October 28, 2022 – [The Planting Hope Company Inc.](#) (TSXV: MYLK) (OTCQB: MYLKF) (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, is pleased to announce the following upcoming opportunities for investors to learn more about Planting Hope, its breakthrough products, and strategy to continue to build on current growth and momentum:

- November 2 at 3:00 p.m. ET – CEO Julia Stamberger to present at the irlabs + NEO Exchange Investor Day, themed: “Companies Disrupting the World We Live In”, at which she will discuss some of the ways that Planting Hope’s products are disrupting their categories, the way we eat, and the impact of that food on our planet. Investors can register to attend [here](#).
- November 2 at 4:15 p.m. ET – Radius Research hosts CEO Julia Stamberger, who will provide an overview of Planting Hope and its strategic objectives ahead. Investors can register to attend [here](#). A copy of this webinar will be made available on the Radius Research [YouTube channel](#) and through the Presentations & Events section of Planting Hope’s [website](#).
- November 11-13 – CEO Julia Stamberger and COO Susan Walters-Flood will be meeting one-on-one with investors at the CEM Capital Event in Hollywood, Florida. Investors can register to attend the CEM event [here](#).

“I’m excited to present the Company to investors in these forums as MYLK is experiencing rapid retailer and consumer uptake across all of our brands, with recognition from major media and awards from our industry – it’s a thrilling time at Planting Hope,” said Julia Stamberger, CEO and Co-Founder of Planting Hope. “Our team is executing well on our business plan, and all indicators show this growth will continue to accelerate in 2023. We are responding to growing interest in the foodservice sector as we head into 2023 and will focus on expansion into profitable, revenue accretive opportunities that simultaneously build trial, market awareness, and adoption of our products by consumers at retail.”

#### **Native Ads Engagement:**

Planting Hope is pleased to announce it has engaged Native Ads Inc. (“**Native Ads**”) to execute a comprehensive digital media marketing campaign for the Company. The campaign is scheduled to run for up to 12 months at the cost of approximately \$115,000, of which roughly \$90,000 will be directly allocated to the cost-per-click impression costs of media placements and distribution, and about \$25,000 will be



allocated for content creation, web development, advertising creative development, search engine optimization, and strategic digital advertising consulting.

Native Ads is a full-service ad agency that owns and operates a proprietary ad exchange with over 80 integrated SSPs (supply-side platforms) resulting in daily access to three to seven billion North American ad impressions. The engagement of Native Ads is subject to approval by the TSX Venture Exchange.

### **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, Barista Blend 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](http://www.plantinghopecompany.com).

*Note: All dollars are USD unless otherwise stated.*

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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](http://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.*