

## **GREENSPACE ACCELERATES E-COMMERCE CHANNEL SALES**

TORONTO, July 19, 2021 /CNW/ - GreenSpace Brands Inc. ("GreenSpace" or the "Company") (TSXV: JTR), a leader within the organic and plant-based food industry, announces its plans to accelerate growth within the e-commerce channel including brand-owned sites and leading e-commerce platforms.

The Company launched its direct-to-consumer e-commerce channel for the LOVE CHILD ORGANICS brand in late 2020 ([www.lovechildorganics.com](http://www.lovechildorganics.com)). Since launch, this channel has been posting month-over-month growth, achieving its highest-ever monthly sales in June 2021. Sales in the channel and average order sizes are increasing with the channel being margin-accretive to the business. LOVE CHILD ORGANICS has also expanded its presence on other prominent e-commerce retailer platforms in Canada.

The Company's CENTRAL ROAST nuts, seeds, popcorn and snack mix brand is celebrating its 10-year anniversary by launching its own direct-to-consumer e-commerce channel ([www.centralroast.ca](http://www.centralroast.ca)). The brand is offering a 10% promotional discount across the entire online store in celebration of the CENTRAL ROAST 10-year anniversary.

In addition, the Company has recently partnered with Beekeeper Marketing (an Advantage Solutions Company), a digital agency specializing in Amazon channel acceleration. Beekeeper Marketing has worked with top consumer brands within North America to effectively drive growth within this important channel.

"We are excited to be boosting our capabilities in the important e-commerce channel and we look forward to accelerating our e-commerce impact across our brands," says Shawn Warren, President and CEO of GreenSpace Brands Inc. "Consumer shopping behaviours have changed, and we are positioning our brands to better meet changing consumer preferences. Not only is e-commerce proving to be a meaningful growth channel for expanding our business in Canada, it enables our Company to expand internationally and gain geographic reach and revenue synergies across the portfolio over time."

### **ABOUT GREENSPACE BRANDS INC.:**

GreenSpace is a North American organic and plant-based food business that develops, markets and sells premium food products to consumers within the fast-growing natural and organic food categories. GreenSpace owns LOVE CHILD ORGANICS, a producer of 100% organic food for infants and toddlers made with natural and nutritionally-rich ingredients, CENTRAL ROAST, a clean snacking brand featuring a wide assortment of organic nut and seed mixes and GO VEGGIE, one of the pioneers and leaders in the US plant-based dairy market. All brands are wholly-owned and are sold in a variety of online, natural and retail grocery locations.

For more information, visit [www.greenspacebrands.ca](http://www.greenspacebrands.ca) and GreenSpace's filings are also available at [www.SEDAR.com](http://www.SEDAR.com).

**CAUTIONARY STATEMENT REGARDING FORWARD-LOOKING INFORMATION:**

This news release may contain forward-looking statements or "forward-looking information" within the meaning of applicable Canadian securities laws ("forward-looking statements"). Often, but not always, forward-looking statements can be identified by the use of words such as "plans", "expects" or "does not expect", "is expected", "estimates", "forecasts", "intends", "anticipates" or "does not anticipate", or "believes", or describes a "goal", or variation of such words and phrases or state that certain actions, events or results "may", "could", "would", "might" or "will" be taken, occur or be achieved.

Forward-looking statements are necessarily based upon a number of estimates and assumptions that, while considered reasonable, are subject to known and unknown risks and uncertainties. All of the Company's forward-looking statements are qualified by the assumptions that are stated or inherent in such forward-looking statements, including the assumptions listed below. Although the Company believes that these assumptions are reasonable, certain factors are beyond the control of the Company, including, but not limited to, the failure of third parties to comply with their obligations to the Company or its affiliates; the impact of new and changes to, or application of, current laws and regulations; critical accounting estimates and changes to accounting standards, policies, and methods used by the Company; the occurrence of natural and unnatural catastrophic events and claims resulting from such events; and risks related to COVID-19 including various recommendations, orders and measures of governmental authorities to try to limit the pandemic, including travel restrictions, border closures, nonessential business closures, quarantines, self-isolations, shelters-in-place and social distancing; and other factors which may cause the actual results and future events to differ materially from those expressed or implied by such forward-looking statements, including the risks identified in the Company's disclosure documents. There can be no assurance that such forward-looking statements will prove to be accurate, as actual results and future events could differ materially from those anticipated in such information. Accordingly, readers should not place undue reliance on forward-looking statements. All forward-looking statements contained in this press release is given as of the date hereof and is based upon the opinions and estimates of management and information available to management as at the date hereof. The Company disclaims any intention or obligation to update or revise any forward-looking statements, whether as a result of new information, future events or otherwise, except as required by law.

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