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ABOVE FOOD™

Above Food and Kindship Group Partner for CPG Marketing Leadership
Food Marketing Veteran Jamie Lamonde Joins as
Chief Marketing Officer for the Family of Plant-Based Food Brands

Regina, Saskatchewan (November 20, 2021) — Above Food Corp. (Above Food), a first-of-its-kind, vertically integrated, plant-based food company, announced today its latest partnership with Kindship Group ("Kindship"), a leading marketing advisor to North American CPG brands. Led by Jamie Lamonde, Kindship will manage all Above Food Brands marketing strategy and partner relationships, helping to elevate Above's marketing in Canada and the U.S.

Lamonde has worked in the world of organic and sustainable food and farming for her entire career. She has a deep commitment to nurturing positive social change through values-driven, education-based marketing and public outreach. With more than 20 years of marketing leadership experience in the natural foods industry - from brand development, campaign development, trade marketing management, and public relations, with brands like Organic Valley and Farmer Direct Organic, Lamonde and her team will take a data driven approach to marketing across the entire marketing funnel.

With 8 consumer brands, including Eat Up!™ by Above Food (regenerative, natural, plant-based products), Farmer Direct Organic (certified organic, plant-based pantry staples), Only Oats (gluten-free, oat-based ingredients and consumer products), and Culcherd™ (certified organic, plant-based dairy alternatives), and the recently announced addition of Atlantic Natural Foods and its brands Loma Linda™ (plant-based, shelf-stable and ready-to-eat meals), TUNO™ (plant-based seafood) and Neat™ (egg replacer and plant-protein mix), Above's products can be found in 27,000 retail locations across 30 countries.

"Jamie has been instrumental in building and scaling the Farmer Direct Brand, and through this acquisition we came to know and respect her as a talented marketer. Her unique experience equips her with a deep understanding of Above's Seed-to-Fork value proposition, and how this needs to translate to all aspects of our marketing strategy" said Above Food president and co-founder Martin Williams. "We have an important story to tell, and real differentiation at a

supply chain level, and with Jamie's marketing leadership we're confident that story will connect with our community to continue to create value".

"I'm really excited to be part of this remarkable [Above Food](#) team, offering my marketing expertise and energy to further advance the fast-growing plant-based foods market," shared Lamonde. "I also look forward to the incredible growth I know the company and its brands will experience as we continue to align our products and ways of doing business with the values our customers care about most."

For more information, please visit www.abovefood.com.

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FOR MORE INFORMATION:

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ABOUT ABOVE FOOD CORP.

Above Food Corp. is a first-of-its-kind, plant-based food company that celebrates delicious products made with real ingredients, real nutrition, real flavor, and real transparency. Founded in Canada by food production ecosystem veterans and visionary co-founders, Lionel Kambeitz, Donato Sferra, Tyler West and Martin Williams, Above Food's vision is to create a healthier world — one seed, one field, and one bite at a time. With a complete chain of custody of plant proteins, enabled by scaled operations and infrastructure in primary agriculture and processing, Above Food delivers food to businesses and consumers with unparalleled traceability, quantifiable sustainability, and superior nutrient density. Above Food's products are available online at <https://shop.abovefood.com/> and in grocers across Canada and the USA. For more information about Above Food, please visit www.abovefood.com or follow Above Food on Instagram (@above_food), Facebook (Above Food) and LinkedIn (Above Food).

ABOUT ABOVE FOOD BRANDS INC.

A wholly-owned subsidiary of Above Food Corp., Above Food Brands Inc. was established in 2019 to develop and distribute premium whole plant alternatives of meat, dairy, bakery, and baby food, by creating delicious, densely nutritious consumer products and branded ingredients.

ABOUT KINDSHIP GROUP

Kindship Group is a hand-picked supergroup of mission-driven phenoms. Business strategists, marketers, developers, writers, researchers, media relations mavens, engagement experts, and designers.

A group of multi-passionate humans united by a shared mission to do good in the world. We're mothers of teens, fathers of toddlers, and doting cat parents. Our end tables hold Octavia Butler novels, old issues of National Geographic, and garden-planning notebooks. Our pantries are stocked with ingredients to make perfect sourdough pancakes and our refrigerators are full of

our favorite local and organic flavors. We hike to reach our sunsets, bike to earn our cocktails, and care to change the world. www.kindshipgroup.com.