

Organto Expands “I AM Organic” Listing With NS Stations, Part of Dutch Railways



Lists Branded Bananas in NS Kiosk and StationsHuiskamer Retail Formats, Adding Over 130 Additional Points of Sale

Vancouver, BC, Canada and Breda, the Netherlands, October 21st, 2021 - Organto Foods Inc. (TSX-V: OGO, OTC: OGOFF, FSE: OGF) (“Organto” or “the Company”), an integrated provider of organic and value-added organic fruits and vegetables, today announced that it has expanded the listing of its I AM Organic products with NS Stations, adding branded organic bananas in both the Kiosk and StationsHuiskamer, retail formats of NS Stations. These listings are in addition to the previously announced listing of a variety of ready-to-eat organic fresh cut fruits at Julia’s, a food service concept also operated by NS Stations, and add 130 additional points of sale.

NS Stations is the organization responsible for managing, operating, and developing more than 400 train stations in the Netherlands. Kiosk and StationsHuiskamer are two of several food and non-food retail concepts operated by NS Stations and partners, which serve hundreds of thousands of Dutch commuters daily.

Kiosk serves as a reliable and accessible point of sale for travelers to quickly access convenient product offerings on the way to and from the train. With more than 105 points of sale at 64 train stations, Kiosk realizes about 10 million consumer transactions per year. Where the NS Kiosk retail format is focused on convenience and fast service, the StationsHuiskamer format serves as a resting point in a traveler’s journey. With 22 points of sale, StationsHuiskamer realizes more than 1 million consumer transactions per year.

Organto has commenced selling single-serve bananas to Kiosk and StationsHuiskamer under its I AM Organic brand. The bananas are being sourced from Organto’s supply chains and will be available on a year-round basis. Together with its valued grower and supply chain partners, Organto controls and monitors each step in the supply chain, offering 100% transparency to consumers via the Company’s unique, proprietary digital product passport.

“We are excited to have listed our organic fresh bananas in the Kiosk and StationsHuiskamer formats within NS Stations. We are extremely pleased with our partnership with NS Stations, as we continue our efforts to make organic fruits and vegetables available for everyone. We strive for the best possible taste and experience, combined with a carbon-neutral footprint. As we like to say, ‘together we can eat the world better.’” commented Riens van der Wal, Co-CEO of Organto Foods Inc., and CEO of Organto Europe B.V. “This listing leverages the ambitions of both Organto and NS Stations in servicing today’s consumers who are demanding high-quality, convenient products with a transparent and engaging story. We believe our products have a great story to tell. As we believe in less packaging, more communication, our I AM Organic bananas are marketed with just a sticker with our brand logo and a unique QR code. This QR code leads consumers into a 100% transparent digital experience, providing product details such as product origin, mode of transport, carbon footprint, social impact, nutritional profile, and recipe inspiration. We are targeting to add “wow” to organic foods and get everyone to ‘Eat the World Better’ through our I AM Organic brand.”





“At NS, we want to provide travelers a healthy and sustainable product assortment at railway stations. We want to provide an all-day relevant and reliable assortment, while at the same time be surprising and innovative. As bananas are the biggest product within the fruit category and convenient to consume on-the-go, adding I AM Organic bananas to our assortment was a logical choice.” says Marjolijn Somers-Stucki, Category Manager Retail, NS Stations. “Especially when waiting for a train or travelling by train, consumers will have the time to enjoy the storytelling of the digital experience. At NS, we will be focusing even more on sustainability. We strive to reduce packaging materials and eliminate food waste, which is perfectly in line with I Am Organic’s brand promise of less packaging, more communication. As NS and I AM Organic share the same target group, quality standards, and sustainability ambitions for people and planet, we believe this is a match.”

Organto’s long-term growth strategy is to build an ethics driven “one-stop shop” in fresh organic fruits and vegetables, fueled by a combination of strong internal growth and acquisitions. This long-term growth strategy is anchored by three core operational strategies: build supply, build brands, and build infrastructure. The listing of I AM Organic branded products at NS Kiosk and StationsHuisamer expedites Organto’s efforts in strategically building out its brands across its product portfolio.

ON BEHALF OF THE BOARD,

Steve Bromley
Chair and Co-Chief Executive Officer

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ABOUT ORGANTO

Organto is an integrated provider of branded, private label and distributed organic and non-GMO fruit and vegetable products using a strategic asset-light business model to serve a growing socially responsible and health-conscious consumer around the globe. Organto's business model is rooted in its commitment to sustainable business practices focused on environmental responsibility and a commitment to the communities where it operates, its people and its shareholders.

FORWARD LOOKING STATEMENTS

This news release may include certain forward-looking information and statements, as defined by law including without limitation Canadian securities laws and the "safe harbor" provisions of the US Private Securities Litigation Reform Act of 1995 ("forward-looking statements"). In particular, and without limitation, this news release contains forward-looking statements respecting Organto's business model and markets; Organto's belief that the listings leverage the ambitions of both Organto and NS Stations in servicing today's consumers who are demanding high-quality convenience products with a transparent and engaging story; Organto's belief that it can bring added-value to consumers via its unique product offering and branded I AM Organic digital passport technology; Organto's belief that partnering with NS Stations will further Organto's mission of making organic fruits and vegetables available for every consumer, and in doing so build the I AM Organic brand; management's beliefs, assumptions and expectations; and general business and economic conditions. Forward-looking statements are based on a number of assumptions that may prove to be incorrect, including without limitation assumptions about the following: the ability and time frame within which Organto's business model will be implemented and product supply will be increased; cost increases; dependence on suppliers, partners and contractual counter-parties; changes in the business or prospects of Organto; unforeseen circumstances; risks associated with the organic produce business generally, including inclement weather, unfavorable growing conditions, low crop yields, variations in crop quality, spoilage, import and export laws and similar risks; transportation costs and risks; general business and economic conditions; and ongoing relations with distributors, customers, employees, suppliers, consultants, contractors and partners. The foregoing list is not exhaustive and Organto undertakes no obligation to update any of the foregoing except as required by law.