

June 21, 2022



Better Choice to Join Russell Microcap® Index

NEW YORK, June 21, 2022 (GLOBE NEWSWIRE) -- Better Choice Company Inc. (NYSE: BTTR) (the “Company” or “Better Choice”), a pet health and wellness company, today announced that the Company is anticipated to join the Russell Microcap® Index at the conclusion of the 2022 Russell indexes annual reconstitution, effective after the US market opens on June 27, 2022.

Membership in the Russell Microcap® Index, which remains in place for one year, includes inclusion in the appropriate growth and value style indexes. FTSE Russell determines membership for its Russell indexes primarily by objective, market-capitalization rankings, and style attributes.

Russell indexes are widely used by investment managers and institutional investors for index funds and as benchmarks for active investment strategies. Approximately \$12 trillion in assets are benchmarked against Russell’s US indexes. Russell indexes are part of FTSE Russell, a leading global index provider.

For more information on the Russell Microcap® Index and the Russell indexes reconstitution, go to the “Russell Reconstitution” section on the [FTSE Russell website](#).

About Better Choice Company Inc.

Better Choice Company Inc. is a rapidly growing pet health and wellness company committed to leading the industry shift toward pet products and services that help dogs and cats live healthier, happier and longer lives. We take a nutrition-based approach to animal health and position our portfolio of brands to benefit from the mainstream trends of growing pet humanization and a focus on health and wellness. We have a demonstrated, multi-decade track record of success selling trusted animal health and wellness products and leverage our established digital footprint to provide pet parents with the knowledge to make informed decisions about their pet’s health. We sell the majority of our dog food, cat food and treats under the Halo brand, which is focused on providing sustainably and transparently sourced kibble and canned food derived from high quality animal proteins, and minimally processed raw-diet dog food and treats. For more information, please visit <https://www.betterchoicecompany.com>.

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Source: Better Choice Company Inc.