

## **The Better Being Co. Announces Launch of Initial Public Offering**

SALT LAKE CITY, Utah – July 26, 2021 – The Better Being Co. (“Better Being” or “the Company”) today announced that it has launched the roadshow for its proposed initial public offering. Better Being is a whole-body wellness enterprise that develops, manufactures, markets and distributes trusted and beneficial vitamins, supplements, minerals and personal care products through a portfolio of differentiated brands including Solaray, Kal, Zhou, Nu U, Heritage Store and Life Flo.

Better Being is offering 12,500,000 shares of its common stock. The initial public offering price is expected to be between \$15.00 and \$17.00 per share. Better Being has applied to list its common stock on the New York Stock Exchange under the ticker symbol “BBCO.” The offering is subject to market conditions, and there can be no assurance as to whether, or when, the offering may be completed or as to the actual size or terms of the offering.

Better Being intends to use the proceeds from the offering to partially repay outstanding borrowings under its credit facilities, including its term and revolving credit facility indebtedness, to pay fees and expenses in connection with the offering, and the remainder of the proceeds will be used for general corporate purposes.

Better Being also intends to grant the underwriters a 30-day option to purchase up to 1,875,000 additional shares of common stock from the Company’s principal stockholder. The Company will not receive any proceeds from the sale of shares by the principal stockholder.

Goldman Sachs & Co. LLC and Credit Suisse Securities (USA) LLC will be acting as representatives of the underwriters. Goldman Sachs & Co. LLC, Credit Suisse Securities (USA) LLC and Jefferies LLC will be acting as lead bookrunners. Deutsche Bank Securities, Piper Sandler & Co. and Guggenheim Securities, LLC will be acting as additional bookrunners, and Raymond James & Associates, Inc., C.L. King & Associates, Inc. and Siebert Williams Shank & Co., LLC will be acting as co-managers for the proposed offering.

This offering is being made only by means of a prospectus, copies of which may be obtained from any of the following sources:

- Goldman Sachs & Co. LLC, Attention: Prospectus Department, 200 West Street, New York, New York 10282, via telephone: 1-866-471-2526, or via email: [prospectus-ny@ny.email.gs.com](mailto:prospectus-ny@ny.email.gs.com)
- Credit Suisse Securities (USA) LLC, Attention: Prospectus Department, 6933 Louis Stephens Drive, Morrisville, NC 27560, by telephone at (800) 221-1037, or by email at [usa.prospectus@credit-suisse.com](mailto:usa.prospectus@credit-suisse.com)
- Jefferies LLC, Attention: Equity Syndicate Prospectus Department, 520 Madison Avenue, 2nd Floor, New York, NY 10022, by telephone at (877) 821-7388 or by email at [prospectus\\_department@Jefferies.com](mailto:prospectus_department@Jefferies.com)

A registration statement relating to these securities has been filed with the SEC but has not yet become effective. These securities may not be sold, nor may offers to buy be accepted, prior to the time the registration statement becomes effective.

This release shall not constitute an offer to sell or the solicitation of an offer to buy these securities, nor shall there be any sale of these securities in any state or jurisdiction in which such offer, solicitation or sale would be unlawful prior to registration or qualification under the securities laws of any such state or jurisdiction.

### **Forward Looking Statements**

This press release includes "forward looking information," including with respect to the initial public offering. These statements are made through the use of words or phrases such as "will" or "expect" and similar words and expressions of the future. Forward-looking statements involve known and unknown risks, uncertainties and assumptions, including the risks outlined under "Risk Factors" in the preliminary prospectus and elsewhere in the Company's filings with the SEC, which may cause actual results to differ materially from any results expressed or implied by any forward-looking statement. Although the Company believes that the expectations reflected in its forward-looking statements are reasonable, it cannot guarantee future results. The Company has no obligation, and does not undertake any obligation, to update or revise any forward-looking statement made in this press release to reflect changes since the date of this press release, except as required by law.

**About The Better Being Co.**

The Better Being Co. is a whole-body wellness enterprise that develops, manufactures, markets and distributes trusted and beneficial vitamins, supplements, minerals and personal care products through a portfolio of differentiated brands. The Company is dedicated to providing innovative, high-quality products, including options crafted with a focus on natural and clean ingredients, to our loyal consumers and compelling value to our global network of retail partners. The Company's core brands include Solaray, KAL, Zhou, Nu U, Heritage Store, Life Flo and Zand Immunity.

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