



For Immediate Distribution

A Message from Our CEO: Black Lives Matter

Montreal (Quebec), June 5, 2020

There are no words to express the outrage and sadness we feel over the events of the last week. We remember George Floyd, Breonna Taylor, Regis Korchinski-Paquet and countless others who didn't make the headlines.

At Goodfood, **we believe that everyone deserves to live free of systematic oppression or racialized violence.** We want to use our privilege and our platform in this country to send out a call to action. We aren't going to get this completely right, and we intend to continue to do the work until we do. We believe that acknowledging this is a crucial part of being a good ally and **we stand in solidarity with our Black colleagues, partners, members, and community.**

To our employees, you have been working incredibly hard during these difficult times and we are so grateful for your unwavering dedication to our members. Things are particularly rough right now, and you may be feeling sad, angry, and tired and that's ok. If you need space, I encourage you to take breaks or take some time off to rest. If you need anything, know that you can always reach out for support.

To our members, we are here for you and for our communities. Giving back is a [core part of our business](#) and we are committed to supporting all those who call our country home. Inclusion, equality, and accessibility are fundamental to our mission, our hiring practices, and our workplace culture. We strive to continually improve as a business in every way, every day. Please reach out for any questions or feedback you may have.

To offer immediate support to the community, **we are implementing a donation matching campaign with our employees up to \$10K to the [Federation of Black Canadians](#).** If you are able, we encourage you to donate to one of the many organizations in need of your support.

Good allies educate themselves and amplify voices from Black, Indigenous, and minority communities. **It's not enough to "not be racist", we must be actively anti-racist.** We have a responsibility and a duty to help. Check out [our post on Instagram](#) for some resources we're learning from and organizations in need of support. Here are some additional Canadian organizations to check out:

- [Black Lives Matter Canada](#)
- [Black Youth Helpline](#)
- [Black Health Alliance](#)
- [Black Business & Professional Organization](#)
- [Canadian Race Relations Foundation](#)

Together we can **keep learning, keep listening, and stand up to all forms of racial injustice.**

We are with you,
Jonathan Ferrari
CEO and Co-founder

About Goodfood

Goodfood (TSX:FOOD) is a leading online grocery company in Canada, delivering fresh meal solutions and grocery items that make it easy for members from coast to coast to enjoy delicious meals at home every week. Goodfood's mission is to make the impossible come true, from farm to kitchen, by enabling members to do their weekly meal planning and grocery shopping in less than 1 minute. Goodfood members get access to a unique selection of products online as well as exclusive pricing made possible by its world class direct to consumer fulfilment ecosystem that cuts out food waste and expensive retail overhead. The Company has a production facility and administrative offices in Montreal, two production facilities in the Greater Toronto Area, two production facilities out West, in Calgary and Vancouver, and a breakfast facility in Montreal. Goodfood had 272,000 active subscribers as at May 31, 2020. www.makegoodfood.ca

For further information:

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FORWARD-LOOKING INFORMATION

This release contains “forward-looking information” within the meaning of applicable Canadian securities legislation. Such forward-looking information includes, but is not limited to, information with respect to our objectives and the strategies to achieve these objectives, as well as information with respect to our beliefs, plans, expectations, anticipations, estimates and intentions. This forward-looking information is identified by the use of terms and phrases such as “may”, “would”, “should”, “could”, “expect”, “intend”, “estimate”, “anticipate”, “plan”, “foresee”, “believe”, or “continue”, the negative of these terms and similar terminology, including references to assumptions, although not all forward-looking information contains these terms and phrases. Forward-looking information is provided for the purposes of assisting the reader in understanding the Company and its business, operations, prospects and risks at a point in time in the context of historical and possible future developments and therefore the reader is cautioned that such information may not be appropriate for other purposes. Forward-looking information is based upon a number of assumptions and is subject to a number of risks and uncertainties, many of which are beyond our control, which could cause actual results to differ materially from those that are disclosed in or implied by such forward-looking information. These risks and uncertainties include, but are not limited to, the following risk factors which are discussed in greater detail under “Risk Factors” in the Company’s Annual Information Form for the year ended August 31, 2019 available on SEDAR at www.sedar.com: limited operating history, negative operating cash flow, food industry, quality control and health concerns, regulatory compliance, regulation of the industry, public safety issues, product recalls, damage to Goodfood’s reputation, transportation disruptions, product liability, ownership and protection of intellectual property, evolving industry, unionization activities, reliance on management, factors which may prevent realization of growth targets, competition, availability and quality of raw materials, limited number of products, environmental and employee health and safety regulations, online security breaches and disruption, reliance on data centres, open source license compliance, future capital requirements, operating risk and insurance coverage, management of growth, conflicts of interest, litigation, and catastrophic events. Although the forward-looking information contained herein is based upon what we believe are reasonable assumptions, readers are cautioned against placing undue reliance on this information since actual results may vary from the forward-looking information. Certain assumptions were made in preparing the forward-looking information concerning availability of capital resources, business performance, market conditions, and customer demand. In addition, information and expectations set forth herein are subject to and could change materially in relation to developments regarding the COVID-19 pandemic and its impact on product demand, labour mobility, supply chain continuity and other elements beyond our control. Consequently, all of the forward looking information contained herein is qualified by the foregoing cautionary statements, and there can be no guarantee that the results or developments that we anticipate will be realized or, even if substantially realized, that they will have the expected consequences or effects on our business, financial condition or results of operation. Unless otherwise noted or the context otherwise indicates, the forward-looking information contained herein is provided as of the date hereof, and we do not undertake to update or amend such forward-looking information whether as a result of new information, future events or otherwise, except as may be required by applicable law.