



**For Immediate Distribution**

**Goodfood to Report First Quarter of Fiscal Year 2021 Results and Hold Virtual Annual General Meeting**

**Montreal (Quebec), January 6, 2021**

Goodfood Market Corp. (“Goodfood” or “the Company”) (TSX: FOOD), a leading online grocery company in Canada, will release its financial results for the first quarter of Fiscal 2021 on Wednesday, January 13, 2021, before markets open. Jonathan Ferrari, CEO, Neil Cuggy, President and COO, and Philippe Adam, CFO, will hold a conference call to review the results at 8:00 a.m. (ET) on the same day. In addition, Goodfood’s Annual General Meeting of Shareholders will also be held on Wednesday, January 13, 2021 at 10:00 a.m. (ET). The meeting will be held virtually through the platform Lumi.

**Details of the Q1 Earnings Conference Call:**

When: January 13, 2021 at 8:00 a.m. ET  
Dial in number: 1-877-223-4471 or 1-647-788-4922

Conference call replay available until January 20, 2021:  
1-800-585-8367 or 1-416-621-4642

To access the webcast and view the slide presentation, click on this link:  
<https://www.makegoodfood.ca/en/investisseurs/evenements>

The conference ID is 2083587.

**Details of the Annual General Meeting:**

When: January 13, 2021 at 10:00 a.m. ET  
Location: Virtual through the platform Lumi:

- Log in online at <http://web.lumiagm.com/259734412>
- Click “Login” and then enter your control number and password “food2021” (note the password is case sensitive); or
- Click “Guest” and then complete the online form (note that guests will be able to participate in the Meeting in listen-only mode and cannot vote).
- Attendees can start logging into the meeting about 30 minutes in advance.

You can access the slide presentation on Goodfood’s website:  
<https://www.makegoodfood.ca/en/investisseurs/evenements>

## **ABOUT GOODFOOD**

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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 across Canada to enjoy delicious meals at home every day. Goodfood's vision is to be in every kitchen every day by enabling members to complete their grocery shopping and meal planning in minutes. Goodfood members have access to a unique selection of online products as well as exclusive pricing made possible by its world class direct-to-consumer infrastructure and technology that eliminate food waste and costly retail overhead. The Company's main production facility and administrative offices are based in Montreal, Québec, with five additional production facilities located in the provinces of Québec, Ontario, Alberta, and British Columbia. A seventh production facility located in the province of Ontario is currently under construction and is scheduled to commence operations in 2021. As at November 30, 2020, Goodfood had 306,000 active subscribers. [www.makegoodfood.ca](http://www.makegoodfood.ca)

### **For further information:**

#### **Investors and Media**

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## **FORWARD-LOOKING INFORMATION**

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This press 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”, and “continue”, as well as 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, 2020 available on SEDAR at [www.sedar.com](http://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, environmental and employee health and safety regulations, online security breaches and disruption, reliance on data centers, open source license compliance, future capital requirements, operating risk and insurance coverage, management of growth, limited number of products, conflicts of interest, litigation, catastrophic events, risks associated with payments from customers and third parties, being accused of infringing intellectual property rights of others and, climate change and environmental risks. 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 the 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.