



Hain Celestial's Cultivate Ventures Announces First Strategic Acquisition

June 28, 2017

Acquires The Better Bean Company, First Mover In Chilled Prepared Beans Acquisition Will Expand Hain Celestial's Store Perimeter Product Offerings

LAKE SUCCESS, N.Y., June 28, 2017 /PRNewswire/ -- The Hain Celestial Group, Inc. (Nasdaq: HAIN), a leading organic and natural products company with operations in North America, Europe and India providing consumers with A Healthier Way of Life™, today announced the purchase of The Better Bean Company ("Better Bean"). Better Bean, based in Portland, Oregon, was founded in 2010 by the father and daughter team of Keith and Hannah Kullberg, to make eating beans easy, tasty and healthy. Better Bean will augment Hain Celestial's offerings in the perimeter of the store, a coveted area. Better Bean is the first acquisition by the Hain Celestial Cultivate Ventures strategic platform.



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Better Bean offers consumers "The First Innovation in Beans Since the Can!," prepared beans and bean-based dips sold in chilled deli tubs. With eight plant-based varieties, Better Bean products contain at least five grams of fiber and six grams of protein per serving. They are also Non-GMO Project Verified, Certified Vegan and gluten-free. Additionally, Better Bean is a Certified B Corporation, whose mission and values are very much in line with those of Hain Celestial.

"Better Bean is well-suited for the Cultivate Ventures portfolio given our focus on the perimeter of the store with our BluePrint® functional beverages, Yves Veggie Cuisine® vegetarian offerings and Health Valley® refrigerated soup products. Better Bean products are aligned with consumer demand for nutritious food, plant-based protein, fiber, clean labels and convenience," said Beena Goldenberg, Chief Executive Officer of Cultivate Ventures and Hain Celestial Canada.

"We expect to catapult Better Bean's growth by leveraging Hain Celestial's strength in sales, distribution, marketing and brand building, which should allow more consumers to experience Better Beans," said Keith Kullberg, Founder and Chief Executive Officer of Better Bean. "Hain Celestial's decades' long commitment to making healthier, better-for-you food more accessible complements Better Beans' mission to bring the world clean, tasty and convenient beans."

Cultivate Ventures is dedicated to investing in smaller portfolio brands, lifestyle brands and concepts, and incubator opportunities in high growth categories.

The Hain Celestial Group, Inc.

The Hain Celestial Group (Nasdaq: HAIN), headquartered in Lake Success, NY, is a leading organic and natural products company with operations in North America, Europe and India. Hain Celestial participates in many natural categories with well-known brands that include Celestial Seasonings®, Earth's Best®, Ella's Kitchen®, Terra®, Garden of Eatin'®, Sensible Portions®, Health Valley®, Arrowhead Mills®, MaraNatha®, SunSpire®, DeBoles®, Casbah®, Rudi's Organic Bakery®, Hain Pure Foods®, Spectrum®, Spectrum Essentials®, Imagine®, Almond Dream®, Rice Dream®, Soy Dream®, WestSoy®, The Greek Gods®, BluePrint®, FreeBird®, Plainville Farms®, Empire®, Kosher Valley®, Yves Veggie Cuisine®, Europe's Best®, Cully & Sully®, New Covent Garden Soup Co.®, Yorkshire Provender™, Johnson's Juice Co.®, Farmhouse Fare®, Hartley's®, Sun-Pat®, Gale's®, Robertson's®, Frank Cooper's®, Linda McCartney®, Lima®, Danival®, Joya®, Natumi®, GG UniqueFiber®, Tilda®, JASON®, Avalon Organics®, Alba Botanica®, Live Clean® and Queen Helene®. Hain Celestial has been providing A Healthier Way of Life™ since 1993. For more information, visit www.hain.com.

Safe Harbor Statement

Certain statements contained in this press release constitute "forward-looking statements" under the Private Securities Litigation Reform Act of 1995. Words such as "plan," "continue," "expect," "expected," "anticipate," "intend," "estimate," "believe," "seek," "may," "potential," "can," "positioned," "should," "future," and similar expressions, or the negative of those expressions, may identify forward-looking statements. These forward-looking statements include the Company's beliefs or expectations relating to the growth of the Better Bean business and sales and distribution opportunities. Such forward-looking statements involve known and unknown risks, uncertainties, and other factors which may cause the Company's actual results, levels of activity, performance or achievements of the Company, or industry results, to be materially different from any future results, levels of activity, performance or achievements expressed or implied by such forward-looking statements. As a result of the foregoing and other factors, no assurance can be given as to future results, levels of activity and achievements and neither the Company nor any person assumes responsibility for the accuracy and completeness of these statements.

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SOURCE The Hain Celestial Group, Inc.

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