

# Disclaimer

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## Cautionary Note Regarding Forward-Looking Statement

This presentation contains forward-looking statements relating to Yerbae Brands Inc. (the “Company”) and is made for informational purposes only. Forward-looking statements are 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 the reader is therefore cautioned that such information may not be complete or appropriate for other purposes.

Statements in this presentation that are not purely historical are forward-looking statements and include any statements regarding beliefs, plans, expectations or intentions regarding the future. Such forward-looking statements include, among other things, the following: that Yerbae is revolutionizing the clean energy space, that Yerbae is a leading player in the plant-based functional energy beverage market, and that Yerbae is uniquely positioned to be a significant winner in a \$21 billion addressable market.

Forward-looking statements are based on assumptions and are 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 statements. The material assumptions supporting these forward-looking statements include, among others, that the demand for the Company’s products will continue to significantly grow; that the past production capacity of the Company’s co-packing facilities can be maintained or increased; that there will be increased production capacity through implementation of new production facilities, new co-packers and new technology; that there will be an increase in number of products available for sale to retailers and consumers; that there will be an expansion in geographical areas by national retailers carrying the Company’s products; that the Company’s brokers and distributors will continue to sell and prioritize the Company’s products; that there will not be interruptions on production of the Company’s products; that there will not be a recall of products due to unintended contamination or other adverse events relating to the Company’s products; and that the Company will be able to obtain additional capital to meet the Company’s growing demand and satisfy the capital expenditure requirements needed to increase production and support sales activity.

Actual results could differ from those projected in any forward-looking statements due to numerous factors. Such factors include, among others, governmental regulations being implemented regarding the production and sale of energy drinks; the fact that consumers may not embrace and purchase any of the Company’s products; additional competitors selling energy drinks reducing the Company’s sales; the fact that the Company does not own or operate any of its production facilities and that co-packers may not renew current agreements and/or not satisfy increased production quotas; the potential for supply chain interruption due to factors beyond the Company’s control; the fact that there may be increases in costs and/or shortages of raw materials and/or ingredients and/or fuel and/or costs of co-packing; the fact that there may be a recall of products due to unintended contamination; the inherent uncertainties associated with operating as an early stage company; changes in customer demand and the fact that consumers may not embrace energy drink products as expected or at all; the extent to which the Company is successful in gaining new long-term relationships with new retailers and retaining existing relationships with retailers, brokers, and distributors; the Company’s ability to raise the additional funding that it will need to continue to pursue its business, planned capital expansion and sales activity; and competition in the industry in which the Company operates and market conditions.

These forward-looking statements are made as of the date of this presentation, and the Company assumes no obligation to update the forward-looking statements, or to update the reasons why actual results could differ from those projected in the forward-looking statements, except as required by applicable law, including the securities laws of the United States and Canada. Although the Company believes that any beliefs, plans, expectations and intentions contained in this presentation are reasonable, there can be no assurance that any such beliefs, plans, expectations or intentions will prove to be accurate. Readers should consult all of the information set forth herein and should also refer to the risk factors disclosure outlined in greater detail under “Risk Factors” in the Company’s Information Circular dated November 13, 2022 available on SEDAR at [www.sedar.com](http://www.sedar.com).

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**Yerbaé™**  
**Yerbaé Corporate Headquarters**  
**Scottsdale AZ 85255**

Yerbae®

CALORIES  
**ZERO**  
& SUGAR

# EXPERIENCE THE POWER OF GOOD ENERGY

CLEAN. SIMPLE. DELICIOUS



## EXPERIENCE THE POWER OF GOOD ENERGY...

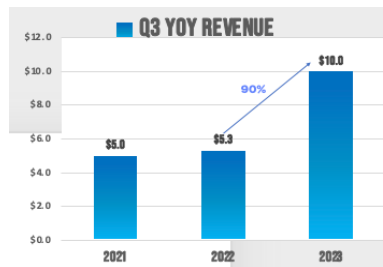
### WHO ARE WE ?

Yerbaé creates clean, simple, and delicious plant-based energy beverages that are “better-for-you”. Our products promote a healthier lifestyle with our clean ingredients that harness the power of nature and foster a community of wellness with Zero compromise on taste or function.

### WHY WILL WE WIN?

- ✓ Seasoned co-founders backed by a world-class board bringing in experiences from Coca Cola, Monster Energy, Nos, Pepsi, SoBe, Starbucks and more.
- ✓ Better for you products at the intersection of two key growth industries: (1) sustainable energy drinks; and (2) plant-based consumer products
- ✓ Attractive omni-channel distribution in club, natural foods, and grocery channels
- ✓ Leading plant-based functional beverage brand’s growth outpacing industry peers

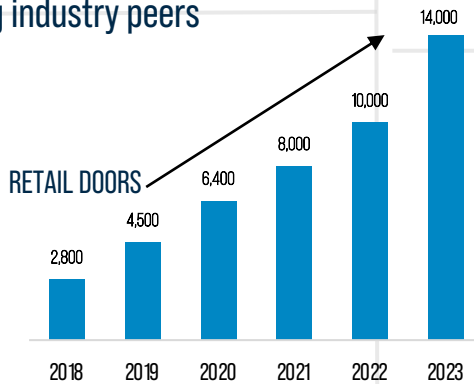
### YERBAE Q3 YTD 2023 YOY FINANCIAL HIGHLIGHTS



Q3 YTD NET REVENUE



GROSS MARGIN



### THE MARKET

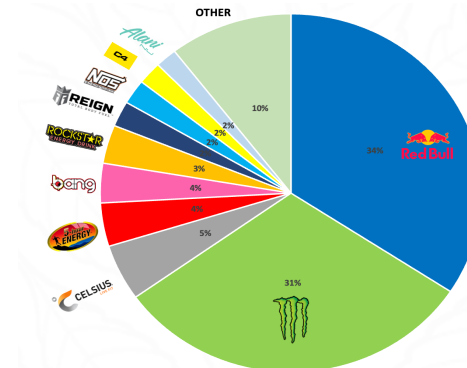
The energy drink market is huge and fast-growing and driven by increased demand for energy & functional beverages. Sales of energy drinks continue to outpace the overall beverage market.

### MARKET SIZE & GROWTH



**ZERO** CARBS  
SUGAR  
CALORIES

### MARKET IS SHIFTING



<sup>4</sup>Source: Nielsen, L52 Weeks Period Ending: 6/2023

### YERBAÉ CONSUMER



Consumers have shown that they like the taste of Yerbaé, as well as its simple ingredients, functional features, and the brand image. Several aspects of Yerbaé’s market positioning are appealing to the wellness forward consumers, particularly millennials and Gen-Z.



### YERBAÉ, PLANT-BASED ENERGY THAT PERFORMS WITHOUT COMPROMISE



<sup>1</sup>Source: based on IRI InfoScan® Reviews; CSPdailynews.com; US Census Bureau, Economic Census/Mintel  
<sup>2</sup>According to Allied Market Research, the global energy market is expected to grow at a 7.2% CAGR from 2021 to 2026, ultimately surpassing \$86 billion.  
<sup>3</sup>According to Fior Markets, the global functional beverage market is expected to grow at a 7.1% CAGR from 2021-2028, ultimately surpassing \$217 billion.

# ...ROOTED IN FIVE KEY PILLARS



- 01  Plant-Based Energy that performs ZERO compromise
- 02  ZERO Calories, ZERO added Sugars, & ZERO Artificial Sw
- 03  Gluten-free, Non-GMO, Keto, Paleo, Vegan, Kosher, diabetic
- 04  Sustainability  
ZERO Single-use Plastic Bottles
- 05  Simple. Clean. Delicious



# PRODUCTS- PLANT-BASED ENERGY THAT PERFORMS WITHOUT COMPROMISE

CALORIES  
**ZERO**  
& SUGAR

## | PLANT-BASED ENERGY SELTZER WATER

**100% COMMITTED TO ZERO**

Nutrition Facts	
Serving Size	1 Can
Amount Per Serving	
Calories	<b>0</b>
% Daily Value	
Total Fat	0g 0%
Sodium	0mg 0%
Total Carbohydrate	0g 0%
Total Sugars	0g
Includes 0g Added Sugars	0%
Protein	0g

Not a significant source of saturated fat, trans fat, cholesterol, dietary fiber, vitamin D, calcium, iron and potassium.



## | PLANT-BASED ENERGY

**100% COMMITTED TO ZERO**

Nutrition Facts	
Serving Size	1 Can
Amount Per Serving	
Calories	<b>0</b>
% Daily Value	
Total Fat	0g 0%
Sodium	10mg 0%
Total Carbohydrate	0g 0%
Total Sugars	0g
Includes 0g Added Sugars	0%
Protein	0g

Not a significant source of saturated fat, trans fat, cholesterol, dietary fiber, vitamin D, calcium, iron and potassium.



## | YERBA MATE FEATURES

- ✓ ANTIOXIDANT RICH
- ✓ ENHANCES MENTAL FOCUS
- ✓ INCREASES METABOLISM
- ✓ BRAIN FUEL
- ✓ HEALTHY DIGESTION
- ✓ NON-JITTERY CAFFEINE
- ✓ 196 MINERALS & VITAMINS
- ✓ 100% COMMITTED TO ZERO



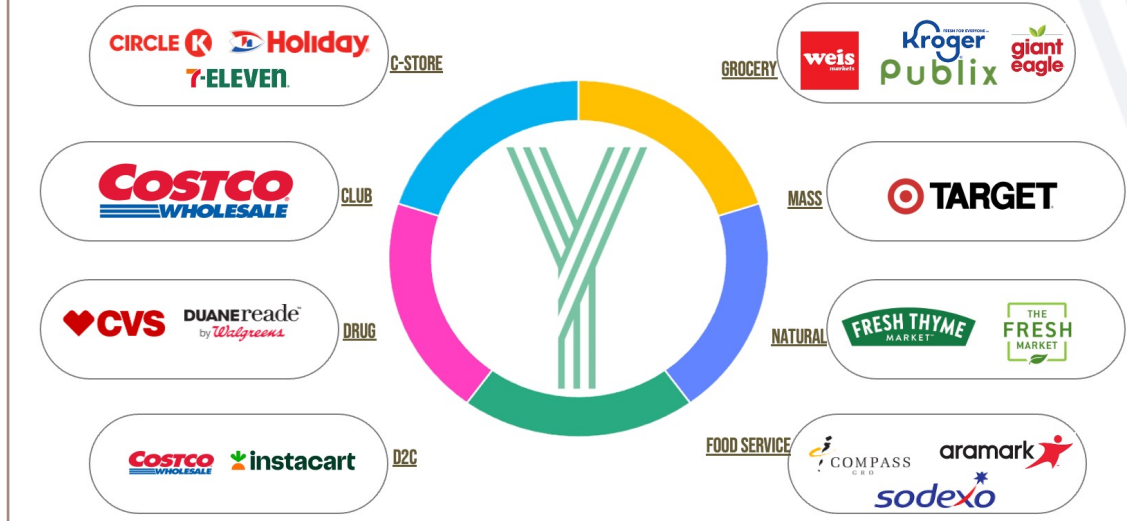
# MARKET SIZE

## LARGE ADDRESSABLE MARKET & FASTEST GROWING NON-ALCOHOLIC BEVERAGE CATEGORY



# Retail & Distribution Goals

## YERBAÉ – RETAIL & DISTRIBUTION



# 18 Celebrity Sports Investors



**KYLE SHANAHAN**  
San Francisco 49er's Head Coach



**BROCK PURDY,**  
San Francisco 49er's, Quarterback



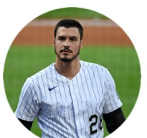
**AARON RODGERS,**  
New York Jets, Quarterback



**LINCOLN RILEY**  
USC Trojans Head Coach



**GIANCARLO STANTON**  
New York Yankees, Outfielder



**NOLAN ARENADO,**  
St. Louis Cardinals, Third Basemen



**KELLYN ACOSTA**  
American Professional Soccer Player Major League Soccer Club LAFC

Brandon Staley, Ex-LA Chargers, Head Coach  
 Ben Johnson, Detroit Lions, Offensive Coordinator  
 Ejiro Evero, Carolina Panthers, Defensive Coordinator  
 John Schneider, Seattle Seahawks, General Manger

Anthony Weaver, Baltimore Ravens, Assistant Coach  
 Tom Pelissero, NFL Network  
 Patrick Graham, Las Vegas Raiders, Defensive Coordinator  
 Nathaniel Hackett, New York Jets, Offensive Coordinator



# Unique Partnerships that Extend Brand Awareness

**Yerbaé**

## Exclusive Branded Product- Penn State

**WHO ARE WE TARGETING**  
Focusing on 3 main buckets that fit our target market

- 500k individuals within 50mi radius of Penn State
- Have affinity for the school
- Health and wellness focused

**HOW ARE WE TARGETING**  
Pushing across digital, email CRM, and media

- Targeted ad placement across various social channels based on 3 main target groups
- Curated email promotions utilizing multiple CRM databases related to Penn State and Happy Valley United program
- Scheduled cadence of press releases and news coverage across local and national outlets



02

## STRONG TRACK RECORD

of industry knowledge and growth

Yerbaé®

# MANAGEMENT AND BOARD OVERVIEW

## Management Team



**Todd Gibson**  
*Co-Founder*

Built 3 successful beverage companies to over \$100 million each in sales. Sold the businesses to Coca-Cola and Pepsi. Led sales and marketing teams of 1,000+ people



**Karrie Gibson**  
*Co-Founder*

Successfully launched several companies from the ground up to successful exits. Grew previous company to the 3rd largest in the recycling industry in the U.S. with successful exit.

## Board of Directors



**Carl Sweat**  
*Director*

- Co-Founder of ThermaMEDx
- 30+ years in CPG space



**Andy Dratt**  
*Director*

- CCO at Imbibe Flavour
- 25+ years developing CPG flavors



**Rose Zanic**  
*Director*

- President of RCF Advisors



**Annie Thorisdottir**  
*Investor & Advisor*

- Owner of CrossFit Reykjavik

## Previous Experience



## Previous Experience





# IN-STORE PRODUCT PLACEMENT



03

# SALES DATA

Yerbaé®

# Q1-Q3 YOY NET REVENUE

Q3 YTD NET REVENUE

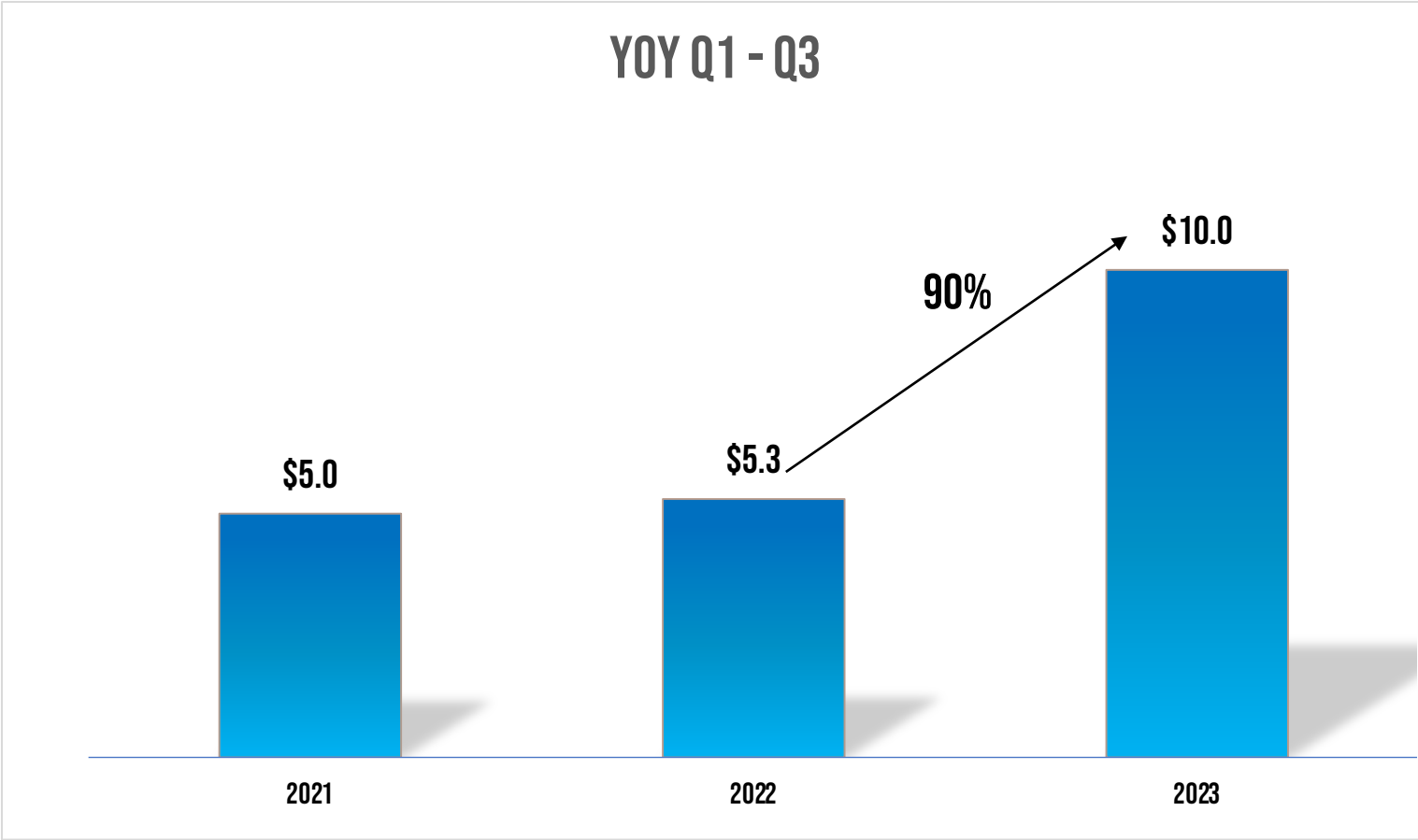
+90%

GROSS MARGIN

+50%











RETAIL LOCATIONS

14k



# YERBAÉ VS COMPETITION NATIONAL SCAN DATA

TOTAL US MULTI-OUTLET, EXCLUDING CLUB, CONVENIENCE & E-COMMERCE SCANS


Brand	Dollars	Dollars, % Chg, Yago	Dollars/TDP, % Chg, Yago
 YERBAE	1.87 M.	161.6%	198.2%
 MONSTER ENERGY	1022.94 M.	11.2%	5.2%
 CELSIUS	357.95 M.	102.1%	4.4%
 GUAYAKI YERBA MATE	38.04 M.	7.4%	-6.7%
 ZOA	8.38 M.	-29.4%	-21.1%
 ADRENALINE SHOC	6.61 M.	-3.8%	6.9%
 CLEAN CAUSE	1.72 M.	-28.8%	-12.9%
 YACHAK	0.78 M.	-32.7%	7.9%
 PHOCUS	0.36 M.	-52.2%	0.9%
 GURU	0.27 M.	-55.8%	24.9%

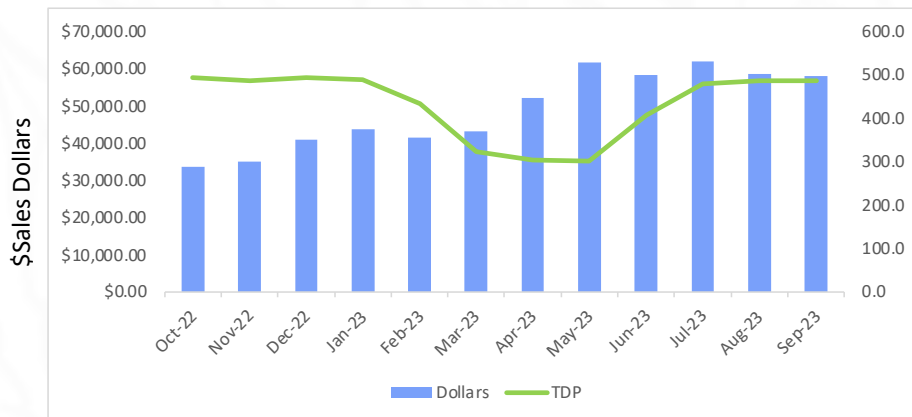


# YERBAÉ IS CURRENTLY ONE OF THE FASTEST GROWING BRAND WITHIN SPROUTS FARMERS MARKET NATIONALLY



LATEST 24 WEEKS, PERIOD ENDING OCT 8, 2023\*

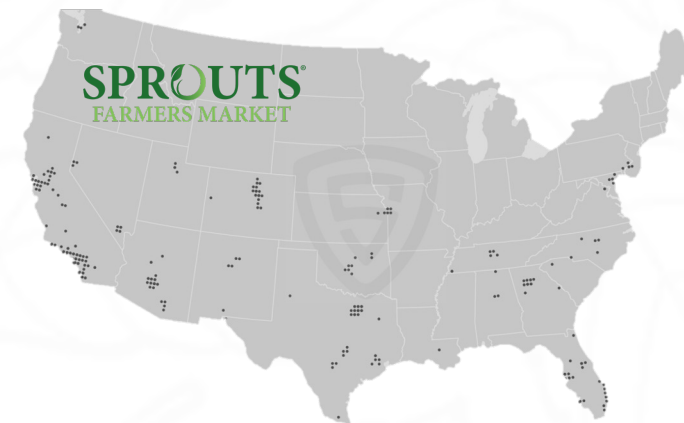
BRAND		Dollars, % Chg, Yago	Units, % Chg, Yago	Total Distribution Points (TDP)	TDP, % Chg, Yago	Average Weekly Units Per Store Selling Per Item	Average Weekly Units Per Store Selling Per Item, % Chg, Yago
<b>Yerbaé</b>	YERBAE	<b>92%</b>	<b>112%</b>	<b>297</b>	<b>1%</b>	<b>6</b>	<b>99.7%</b>
	CELSIUS	8%	19%	1,690	21%	14	-5.3%
<b>GUAYAKI</b>	GUAYAKI YERBA MATE	4%	11%	1,306	9%	13	-1.9%
<b>GURU</b>	GURU	-32%	-23%	192	-1%	3	-24.6%
<b>ZOA</b>	ZOA *	2833%	2749%	362	409%	1	309.1%



## YERBAÉ MONTHLY SALES AT SPROUTS

TDP

Yerbaé is showing strong month over month growth maintaining same store distribution across Sprouts Farmers Market



04

**MARKETING & CONNECTING  
WITH CONSUMERS**

**Yerbaé<sup>®</sup>**

# Yerbae<sup>®</sup>

@drinkyerbae

#goodvibesonly, #sororities,  
#radiate positivity, #sisterhoodenergy  
#plantpower #empoweredsister



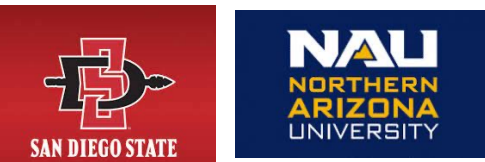
## #SORORITIES



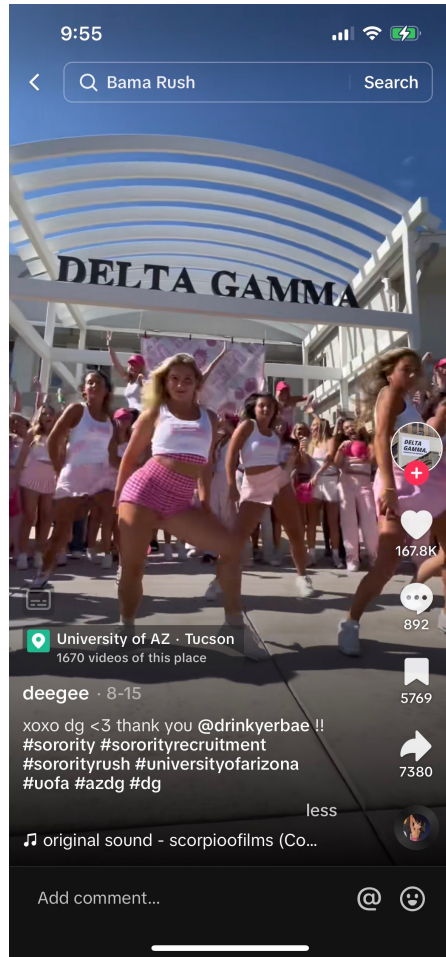




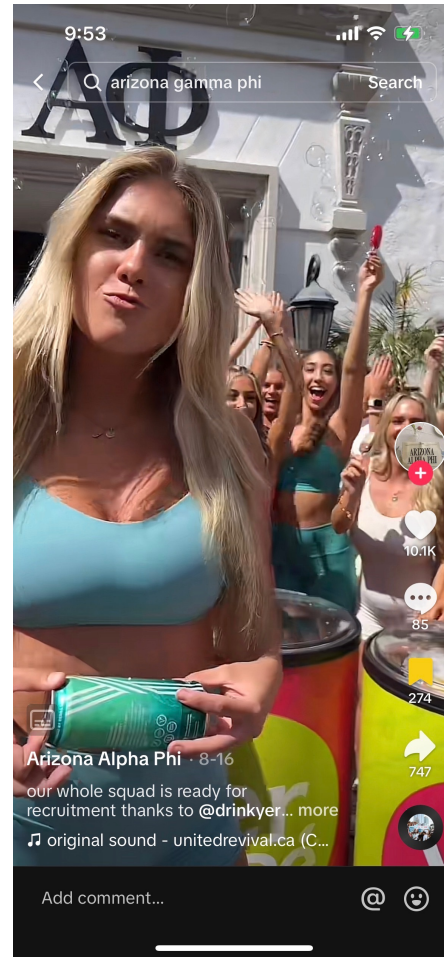
# GOING VIRAL WITH SORORITIES



THE UNIVERSITY OF ALABAMA



Views:  
1,800,000



Views:  
209,900



Views:  
191,000



# Disclaimer

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## General

This Presentation may be considered an "offering memorandum" within the meaning of applicable securities laws in certain jurisdictions. Securities legislations in certain of the provinces in Canada provide certain purchasers with, in addition to any other rights they may have at law, a right of action for damages or rescission against the Company, where an "offering memorandum" and any amendments thereto contain a misrepresentation. These remedies must be exercised by the purchaser within the time limits prescribed by applicable securities legislation. The following is a summary of the right of action for damages or rescission available to purchasers of the offered securities under applicable securities legislation and is subject to the express provisions of applicable securities legislation in each of the provinces identified below and the regulations, rules and policy statements thereunder. Each purchaser should refer to the provisions of applicable securities legislation for the particulars of these rights or consult with a legal adviser.

### Statutory Rights of Action for Purchasers Resident in Alberta

This Presentation could be designated as an offering memorandum under Alberta laws. In the event that this Presentation is an offering memorandum, you will have certain rights provided to you by the *Securities Act (Alberta)* (the "Alberta Act") in the event of a misrepresentation. Where an offering memorandum contains a misrepresentation, the Alberta Act provides that a purchaser who purchases a security offered by the offering memorandum has, without regard to whether the purchaser relied on the misrepresentation, the following rights of action:

1. for damages against: (i) the issuer; (ii) every director of the issuer at the date of the offering memorandum; (iii) every person or company who signed the offering memorandum; and
2. for rescission against the issuer.

If a misrepresentation is contained in a record incorporated by reference in, or deemed incorporated into, an offering memorandum, the misrepresentation is deemed to be contained in the offering memorandum. Such rights of rescission and damages are subject to certain limitations and defences available to the issuer or other parties sued as more particularly set forth in the Alberta Act. *Time Limitations – If a purchaser intends to rely on the rights described above, the purchaser must do so within strict time limitations. The purchaser must commence the action for rescission within 180 days after the date of the transaction that gave rise to the cause of action. The purchaser must commence the action for damages within the earlier of: (i) 180 days after the date that the purchaser first had knowledge of the facts giving rise to the cause of action; or (ii) or three years after the date of the transaction that gave rise to the cause of action. The amount recoverable under the Securities Act (Alberta) may not exceed the price at which the securities were offered under the offering memorandum.*

### Statutory Rights of Action for Purchasers Resident in Saskatchewan

This Presentation could constitute an offering memorandum under Saskatchewan laws. In the event that this Presentation is an offering memorandum, you will have certain rights provided to you by *The Securities Act (Saskatchewan)* (the "Saskatchewan Act") in the event of a misrepresentation. Where an offering memorandum, together with any amendment to it (in this part, collectively being referred to as an "offering memorandum"), sent or delivered to a purchaser contains a misrepresentation, a purchaser who purchases a security covered by the offering memorandum has, without regard to whether the purchaser relied on the misrepresentation, the following rights of action:

1. rescission against the issuer or a selling security holder on whose behalf the distribution is made; or
2. damages against: (i) the issuer or a selling security holder on whose behalf the distribution is made; (ii) every promoter and director of the issuer or the selling security holder, as the case may be, at the time the offering memorandum or any amendment to it was sent or delivered; (iii) every person or company whose consent has been filed respecting the offering, but only with respect to reports, opinions or statements that have been made by them; (iv) every person who or company that, in addition to the persons or companies mentioned in (i) to (iii) above, signed the offering memorandum or the amendment to the offering memorandum; and (v) every person who or company that sells securities on behalf of the issuer or selling security holder under the offering memorandum or amendment to the offering memorandum.

In addition, if there is a misrepresentation (as defined in the Saskatchewan Act) in any "advertising" or "sales literature" (as those terms are defined in the Saskatchewan Act) distributed in connection with a private placement offering and the purchaser is a resident of Saskatchewan, the purchaser has a statutory right to sue:

1. the issuer or a selling security holder of whose behalf the distribution is made;
2. every promoter or director of the issuer or selling security holder, as the case may be, at the time the advertising or sales literature was disseminated; and
3. every person who or company that, at the time the advertising or sales literature was disseminated, sells securities on behalf of the issuer or selling security holder in the offering with respect to which the advertising or sales literature was disseminated.

Furthermore, if there is a misrepresentation in any verbal statement made to a purchaser relating to the securities purchased and the verbal statement was made either before or contemporaneously with the purchase of the securities, the purchaser has a statutory right to sue the individual who made the verbal statement. Such rights of rescission and damages are subject to certain limitations and defences available to the issuer or other parties sued as more particularly set forth in the Saskatchewan Act. *Time Limitations – If a purchaser intends to rely on the rights described above, the purchaser must do so within strict time limitations. The purchaser must commence the action for rescission within 180 days after the date of the transaction that gave rise to the cause of action. The purchaser must commence the action for damages within the earlier of: (i) one year after the purchaser first had knowledge of the facts giving rise to the cause of action; or (ii) or six years after the date of the transaction that gave rise to the cause of action.*

# Disclaimer

## Statutory Rights of Action for Purchasers Resident in Manitoba

This Presentation could constitute an offering memorandum under Manitoba laws. In the event that this Presentation is an offering memorandum, you will have certain rights provided to you by *The Securities Act (Manitoba)* (the “Manitoba Act”) in the event of a misrepresentation. When an offering memorandum contains a misrepresentation, a purchaser who purchases a security offered by the offering memorandum is deemed to have relied on the representation if it was a misrepresentation at the time of purchase and the purchase has:

1. a right of action for damages against: (i) the issuer; (ii) every director of the issuer at the date of the offering memorandum; and (iii) every person or company who signed the offering memorandum; and
2. a right of rescission against the issuer.

If the purchaser chooses to exercise a right of rescission against the issuer, the purchaser has no right of action for damages against a person or company referred to above. Such rights of rescission and damages are subject to certain limitations and defences available to the issuer and other parties sued as more particularly described in the Manitoba Act. *The Securities Act (Manitoba) also provides defences in addition to those summarized here. The amount recoverable cannot exceed the price at which the securities were offered under the offering memorandum. Additionally, in an action for damages, any defendant is not liable for all or any part of the damages that the defendant proves do not represent the depreciation in value of the security as a result of the misrepresentation. Time Limitations – If a purchaser intends to rely on the rights described above, the purchaser must do so within strict time limitations. The purchaser must commence the action for rescission within 180 days after the date of the transaction that gave rise to the cause of action. The purchaser must commence the action for damages within the earlier of: (i) 180 days after the purchaser first had knowledge of the facts giving rise to the cause of action; or (ii) two years after the date of the transaction that gave rise to the cause of action.*

## Statutory Rights of Action for Purchasers Resident in Ontario

This Presentation could constitute an offering memorandum under Ontario laws. In the event that this Presentation is an offering memorandum, you will have certain rights provided to you by the *Securities Act (Ontario)* (the “Ontario Act”) in the event of a misrepresentation. Where an offering memorandum contains a misrepresentation, a purchaser who purchases a security offered by the offering memorandum has, whether or not the purchaser relied on the misrepresentation, the following rights:

1. right of action for damages against the issuer and a selling security holder on whose behalf the distribution is made; or
2. if the purchaser purchased the security from a person or company referred to above, the purchaser may elect to exercise a right of rescission against the person or company. If the purchaser exercises this right of recession, the purchaser ceases to have a right of action for damages against the person or company.

Such rights of rescission and damages are subject to certain limitations and defences available to the issuer or other parties sued as more particularly set forth in the Ontario Act. *Time Limitations – If a purchaser intends to rely on the rights described above, the purchaser must do so within strict time limitations. The purchaser must commence the action for rescission within 180 days after the date of the transaction that gave rise to the cause of action. The purchaser must commence the action for damages within the earlier of: (i) 180 days after the purchaser first had knowledge of the facts giving rise to the cause of action; or (ii) or three years after the date of the transaction that gave rise to the cause of action.*

**PURCHASERS MAY HAVE RIGHTS IN ADDITION TO THOSE DESCRIBED HEREIN. FOR FURTHER INFORMATION ABOUT SUCH RIGHTS, PURCHASERS SHOULD CONSULT A LAWYER.**

THANK YOU.



Yerbaé®

Yerbaé Corporate Headquarters  
Scottsdale AZ 85255