

Yerbaé®

For Immediate Release

TSX Venture: YERB.U, OTCQX® Best Market: YERBF

Yerbaé Announces Grant of Options and Award of PSUs

Scottsdale, Ariz., September 18, 2023 — Yerbaé Brands Corp. (TSX-V: YERB.U; OTCQX: YERBF) (“**Yerbaé**” or the “**Company**”), a plant-based energy beverage company, announces that it has granted (the “**Grant**”) an aggregate of 175,000 stock options (each, an “**Option**”) to purchase up to 175,000 common shares (each, a “**Share**”) in the capital of the Company to certain consultants of the Company. The Options are exercisable for a period of 7 years from the date of Grant at a price of US\$2.01 per Share. All Options vest 12 months following the date of Grant.

The Company also announces that it has awarded (the “**Award**”) 248,756 performance share units (each, a “**PSU**”) of the Company to consultants of the Company pursuant to the Plan. Each PSU represents the right to receive, once vested and the requisite performance criteria is met, one Share. Accordingly, each PSU shall, subject to the policies of the TSX Venture Exchange, vest contingent upon and at the time of completion of 12 consecutive months of consulting services rendered by the recipient from the date of grant.

All of the Options, the PSUs and the Shares underlying such Options and PSUs, as applicable, are subject to a hold period of four months and one day from the date of issuance.

None of the securities acquired in the Grant or Award will be registered under the United States Securities Act of 1933, as amended (the “1933 Act”), and none of them may be offered or sold in the United States absent registration or an applicable exemption from the registration requirements of the 1933 Act. This news release shall not constitute an offer to sell or solicitation of an offer to buy nor shall there be any sale of the securities in any state where such offer, solicitation, or sale would be unlawful.

About Yerbaé Brands Corp.

Founded in 2017 by Todd Gibson and Karrie Gibson, Yerbaé Brands Corp., (TSXV: YERB.U; OTCQX: YERBF) is disrupting the energy beverage marketplace with great tasting, zero sugar, zero calorie beverages, while using plant-based ingredients that are designed to meet the needs of the wellness forward consumer. Harnessing the power of nature, Yerbaé’s celebrity ingredient (Yerba Mate) is known to produce 196 different vitamins, minerals and nutrients that also produces caffeine.

By combining yerba mate, a South American herb with its premium ingredients and flavors, Yerbaé provides consumers with a no compromise energy solution. All Yerbaé energy beverages are zero calorie, zero sugar, non-GMO, and gluten free.

Find us @DrinkYerbaé on Instagram, Facebook, Twitter/X and TikTok, or online at <https://yerbae.com>.

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