

Yerbaé®

For Immediate Release

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

Yerbaé Closes Second Tranche of Celebrity Investment Round

Scottsdale, Ariz., September 1, 2023 — Yerbaé Brands Corp. (TSX-V: YERB.U; OTCQX: YERBF) (“**Yerbaé**” or the “**Company**”), a plant-based energy beverage company, today announced the successful close of the second tranche (the “**Second Tranche**”) of its previously announced celebrity investment round, raising an additional US\$412,352 for aggregate proceeds together with the first tranche of US\$4,474,273 (the “**Offering**”).

In connection with the Offering, Yerbaé issued an aggregate of 2,444,958 units (each, a “**Unit**”) of the Company at a price of US\$1.83 per Unit for aggregate gross proceeds, together with the initial tranche, of US\$4,474,273. Each Unit consists of one common share of the Company (each, a “**Common Share**”) and one Common Share purchase warrant (each, a “**Warrant**”), with each Warrant entitling the holder thereof to acquire one additional Common Share (each, a “**Warrant Share**” and, collectively with the Common Shares and the Warrants, the “**Securities**”) at a price per Warrant Share of US\$2.15 for a period of 24 months from the date of issuance.

The Company intends to use the net proceeds from the Offering for costs associated with increased production, working capital and general corporate purposes.

No finder’s fees were paid in connection with the closing of the Second Tranche. All securities issued in connection with the Offering are subject to a statutory four-month hold period from the date of their respective issuance. For further information on the initial tranche of the Offering, see Yerbaé’s news release filed on [SEDAR+](#) dated August 21, 2023.

The Securities will not be registered under the U.S. Securities Act of 1933, as amended, and may not be offered or sold in the United States absent registration or an applicable exemption from the registration requirements. This press release shall not constitute an offer to sell or the solicitation of an offer to buy nor shall there be any sale of the securities in any State in which such offer, solicitation or sale would be unlawful.

Investor Relations Engagement

Yerbaé also announces that it has entered into a services agreement dated August 21, 2023 with Media Specialists, Inc. (“**Media Specialists**”), for the provision of certain marketing and investor relations services. Under the terms of the agreement with Media Specialists (the “**Media Specialists Agreement**”), Media Specialists has agreed to provide certain market research and investor relations services for a period of three (3) months. In consideration for services to be provided by Media Specialists, the Company agreed to pay Media Specialists US\$1,356,434 for the services, of which the Company has paid US\$656,478 to date. Craig Alan Huey is the principal of Media Specialists. Media Specialists is an arm’s length investor relations provider to the Company. For decades, the professionals at Media Specialists have been concepting and executing successful marketing campaigns for their clients. They have earned the trust of those clients because they understand what it takes to find and engage consumers and

prospects with effective marketing messages. They use innovative, comprehensive, and effective fully integrated solutions based on decades of experience in the marketing industry. Their team provides customized plans that incorporate web design, SEO, social, targeted display, and traditional media. Media Specialists owns no securities in the capital of Yerbaé.

Both the Offering and the Media Specialists Agreement are subject to TSX Venture Exchange (“TSXV”) final approval.

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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Disclaimer for Forward-Looking Information

This news release contains forward-looking statements relating to the Company. Statements in this news release that are not purely historical are forward-looking statements and include any statements regarding beliefs, plans, expectations or intentions regarding the future, including: the anticipated use of proceeds of the Offering; that Yerbaé will receive the necessary approvals from the TSXV or otherwise for the closing of the Offering and the Media Specialists Agreement; that Yerbaé will deliver consistent growth; and Yerbaé’s ability to be a leading player in the plant-based functional energy beverage industry. 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 Company will receive the necessary final approval for the Offering and the Media Specialists Agreement; 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 news, 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 15, 2022 available on SEDAR at www.sedar.com.

Neither TSX Venture Exchange nor its Regulation Services Provider (as that term is defined in the policies of the TSX Venture Exchange) accepts responsibility for the adequacy or accuracy of this release.