

# Yerbaé<sup>®</sup>

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For Immediate Release

TSX Venture: YERB.U, OTCQX<sup>®</sup> Best Market: YERBF

## **Yerbaé to Present at CEM's Upcoming AlphaNorth Capital Event, Reprices Warrants and Announces Warrant Exercise Incentive Program**

**Scottsdale, Ariz., December 8, 2023** — Yerbaé Brands Corp. (TSXV: YERB.U; OTCQX: YERBF), a plant-based energy beverage company, today announced its participation at CEM's AlphaNorth Capital Event, taking place from **January 19 to January 21, 2024**, at The Royal Atlantis Resort in Nassau, Bahamas.

The AlphaNorth Capital Event brings together a select group of industry leaders, investors, and innovators to discuss emerging trends, share insights, and explore investment opportunities in various sectors. The event introduces growth-stage companies to active top-level capital finance individuals through a day of scheduled 1:1 meetings.

"At Yerbae, we are thrilled to be part of CEM's AlphaNorth Capital Event, where we can engage with investors and introduce them to our unique plant-based beverage offerings," said Todd Gibson, co-founder and Chief Executive Officer, Yerbaé. "The format of the event, with its focus on targeted meetings and networking, aligns perfectly with our goal of reaching a diverse audience of potential investors and partners."

CEM's AlphaNorth Capital Event is celebrating its 10th annual edition, showcasing growth-stage companies across various sectors, including Non-Resource, Technology, Biotech, and Special Situations.

### **Yerbaé Reprices Warrants and Announces Warrant Exercise Incentive Program**

The Company intends to reprice an aggregate of 2,015,163 outstanding common share purchase warrants (collectively, the "**Warrants**") issued pursuant to a private placement completed on February 8, 2023. The Warrants have an exercise price of US\$1.50 per common share (each, a "**Share**") and an expiry date of August 8, 2024. Management believes repricing these "out of the money" Warrants could encourage their earlier exercise, improving the Company's balance sheet and helping to finance a number of business development opportunities. The Warrants will be deemed to be amended to adjust their exercise price to US\$1.20 per Share (collectively, the "**Amended Warrants**").

The Amended Warrants will also be deemed to have been amended to include an acceleration provision whereby, if for any ten (10) consecutive trading days (the “**Premium Trading Days**”) following the repricing the closing price of the Shares exceeds US\$1.44 per Share, the Amended Warrants’ expiry date will be accelerated such that holders will have thirty (30) calendar days to exercise the Amended Warrants (if they have not first expired in the normal course)(the “**Acceleration Clause**”). The activation of the Acceleration Clause will be announced by press release and the 30-day period will commence no later than seven (7) days after the last Premium Trading Day.

The amendment of the Warrants is subject to the prior consent of all Warrant holders and the approval (“**Warrant Amendment Approval**”) of TSX Venture Exchange (the “**Exchange**”).

The Company also announces that if it obtains Warrant Amendment Approval, it will institute the Incentive Program designed to encourage the early exercise of the 2,015,163 Amended Warrants. Under the Incentive Program, the Company will offer an inducement to each Warrant holder that exercises its Amended Warrants prior to 5:00 p.m. (Vancouver time) on January 15, 2024, by the issuance of one additional Share purchase warrant (each, an “**Incentive Warrant**”) for each Warrant exercised. Each Incentive Warrant will entitle the holder to purchase one additional Share at a price of US\$1.50 per Share for a period of two (2) years from the date of the Warrant Amendment Approval and will be subject to a four month and one day hold period from their date of issuance.

The Incentive Program will commence upon receipt of Warrant Amendment Approval and will expire on January 15, 2024 at 5:00 p.m. (Vancouver time).

The Company intends to issue an updating news release upon receipt, if any, of Warrant Amendment Approval and commencement of the Incentive Program, outlining the terms and conditions and the method of exercising Warrants pursuant to the Incentive Program. The Incentive Program is subject to approval by the Exchange.

This news release does not constitute an offer to sell or a solicitation of an offer to buy any of the securities described herein to, or for the account or benefit of, persons in the United States or U.S. persons (“**U.S. Persons**”), as such term is defined in Regulation S under the United States Securities Act of 1933, as amended (the “**1933 Act**”). The securities described herein have not been and will not be registered under the 1933 Act or any state securities laws, and may not be offered or sold to, or for the account or benefit of, persons in the United States or U.S. Persons unless registered under the 1933 Act and applicable state securities laws, or an exemption from such registration is available.

### **About Yerbaé**

Yerbaé Brands Corp., (TSXV: YERB.U; OTCQX: YERBF) makes great-tasting energy beverages with yerba mate and other premium, plant-based ingredients. All Yerbaé energy beverages are zero calorie, zero sugar, non-GMO, vegan, kosher, keto-friendly, paleo-approved, gluten free and diabetic-friendly. Founded in Scottsdale, AZ in 2017, Yerbaé seeks to disrupt the energy beverage marketplace by offering a no-compromise energy solution, with input and support from its recently-announced Yerbaé Advisory Board, Sports and Entertainment. Find us @DrinkYerbae on Instagram, Facebook, Twitter/X and TikTok, or online at <https://yerbae.com>.

## **Contacts**

For further information on Yerbaé:

Yerbaé Brands Corp.

Todd Gibson  
Chief Executive Officer  
+1 (480) 471-8391

Investor Relations

investors@Yerbae.com  
+1 (480) 471-8391  
<https://Yerbae.com/>

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