

## **Yerbaé Adds Luminaries to Its New Sports and Entertainment Board**

### *Advisors and Investors to Guide and Support Yerbaé's Mission and Growth Strategies*

SCOTTSDALE, Ariz.--(BUSINESS WIRE)--September 6, 2023--Yerbaé Brands Corp. (TSX-V: YERB.U; OTCQX: YERBF), a plant-based energy beverage company, today named six sports luminaries and leaders to its new Yerbaé Advisory Board, Sports and Entertainment. In an advisory capacity, Board members will provide guidance and support to fuel Yerbaé's rapid growth and introduce Yerbaé to new groups of consumers, focusing their input primarily on Yerbaé's strategic decisions, brand positioning, marketing campaigns and product innovation.

Introducing the Yerbaé Advisory Board, Sports and Entertainment:

- **Richmond Flowers III** - Founder of QB Collective and Collective Sports Advisors, former NFL player and coach, and Chair of the Yerbaé Advisory Board, Sports and Entertainment
- **Kyle Shanahan** - Head Coach, San Francisco 49ers
- **Annie Thorisdottir** - Professional CrossFit Champion and Two-Time "Fittest Woman in the World"
- **Lincoln Riley** - Head Coach, University of Southern California "USC Trojans"
- **Ejiro Evero** - Defensive Coordinator, Carolina Panthers
- **Ben Johnson** - Offensive Coordinator, Detroit Lions

"Yerbaé supports champions with plant-based energy, whether in sports, entertainment or everyday pursuits. Our new Advisory Board members know what it takes to excel," said Todd Gibson, co-founder, chief executive officer and chair of the board of Yerbaé. "We are drawing on their expertise to inspire our fast-growing Yerbaé community to greater achievement and wellbeing."

"I'm really particular about what I would even consider endorsing. So the fact that I'm not only joining the advisory board at Yerbaé, but an actual investor in the company, should tell you how unique I think this product is," said Shanahan. "The taste, the ingredients, the fact I don't feel like crap after drinking it -- this is the best caffeinated beverage I've ever tried and it's not really close."

"I'm excited to be joining the board at Yerbaé because I finally now have a caffeinated product that doesn't negatively affect my body," said Riley. "Everything about Yerbaé is exactly on point...healthy, effective & enjoyable. There's simply nothing else like it."

"My whole job revolves around recognizing the perfect fit — in football and beyond," said Flowers. "Not only do I love how Yerbaé tastes, it's uniquely suited to the daily lives of both coaches and players. They have demanding jobs that require them to be at their best every day, mentally and physically. Yerbaé helps them achieve those goals with healthy energy to keep going all day. And if it's good enough to help athletes to achieve peak performance, imagine what it can do for everyone else."

Today's unveiling follows Yerbaé's filing of its Q2 earnings results, showing a 122% year-over-year gain in net revenues along with other indicators of strong, positive market momentum, including expanded partnerships with key distributors and retailers. Also last week, Yerbaé disclosed the successful close of two tranches of its Celebrity Investment Round announced August 21, 2023.

### **About Yerbaé Brands Corp.**

Founded in 2017 by Todd Gibson and Karrie Gibson, Yerbaé Brands Corp.,(TSX-V: 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 key ingredient (yerba mate, a South American herb) is known to produce 196 different vitamins, minerals and nutrients as well as caffeine.

By combining yerba mate 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 and TikTok, or online at <https://yerbae.com>.

### ***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 Initial Tranche; that Yerbaé will close a second tranche of the offering; that Yerbaé will receive the necessary approvals from the TSXV or otherwise for the closing of the offerings noted herein; that Yerbaé will deliver consistent growth; the Sports & Entertainment Board's role in guiding Yerbaé's strategic decisions, brand positioning, marketing campaigns and product innovation and that 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 approval for the offerings noted herein; 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](http://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.***

## **Contacts**

For media inquiries: [kkutz@yerbae.com](mailto:kkutz@yerbae.com)

For investors: [investors@Yerbae.com](mailto:investors@Yerbae.com)