

Yerbaé CEO Todd Gibson to Join FORCE Family Webinar to Discuss Its Strategy to Disrupt the \$21B U.S. Energy Drinks Market

SCOTTSDALE, Ariz.--(BUSINESS WIRE)--September 11, 2023--Yerbaé Brands Corp. (TSX-V: YERB.U; OTCQX: YERBF), a plant-based energy beverage company, announced today Todd Gibson, its co-founder and CEO, will join the FORCE Family Webinar to provide insights on how Yerbaé continues to disrupt the \$21B U.S. energy drinks market.

The webinar is scheduled for **Thursday, September 14, 10:00am PT/1:00PM ET**.

Following a successful career helping to launch beverages such as Monster Energy, SoBe, Fuze, and NOS Energy, Todd and co-founder Karrie Gibson wanted to create a healthier energy drink, so they founded Yerbaé. Recent achievements include:

- Exceeded 10,000 retail placements and 10,000 Food Service locations with Compass USA
- Reported record Q2 2023 net revenue of US\$4.1 million, up 122% from US\$1.8 million in Q2 2022
- Announced the formation of its new Yerbae Advisory Board, Sports And Entertainment, which includes luminaries such as **Kyle Shanahan** - Head Coach, San Francisco 49ers & **Lincoln Riley** - Head Coach, University of Southern California “USC Trojans”.

FORCE Family Office is the largest network of family offices in the United States with a substantial and growing presence internationally. They host regular webinars and in-person events to introduce innovative companies to their network of investors.

Anyone interested in participating can register for the webinar at <https://forcefamilyoffice.com/events/consumer/yerbae-coming-september-14-2023/>

To learn more, join Yerbaé’s mailing list <https://investors.yerbae.com> or follow us on social media @DrinkYerbae to see live updates from the in-store activities.

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: that Yerbae will deliver consistent growth and that Yerbae is 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 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.

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