

Bloomberg Terminal Misrepresented Yerbaé Insider Holding and Transactions

SCOTTSDALE, Ariz.--(BUSINESS WIRE)--February 13, 2024--Yerbaé Brands Corp. (TSXV: YERB.U) (“**Yerbaé**” or the “**Company**”), a plant-based energy beverage company, announces that it has been made aware that Bloomberg Terminal, a computer software system provided by the financial data vendor Bloomberg L.P., which is used by financial professionals in Canada, published misrepresented information regarding the security holdings of insiders of the Company and alleged sales of stock by insiders.

“We understand that the Bloomberg Terminal, which is used by many Canadian industry professionals, is considered a legitimate information source that is used and relied upon,” said Todd Gibson, co-founder and Chief Executive Officer of Yerbaé. “In this situation, the Bloomberg Terminal included misleading and misrepresented insider activity to its subscribers. Yerbaé has contacted Bloomberg L.P. to correct the misrepresented data by the Bloomberg Terminal. The Company encourages investors to review the filings on [sedi.ca](https://www.sedi.ca), [sedarplus.com](https://www.sedarplus.com) and the Company’s website for accurate information about the Company and current insider positions of Yerbaé.”

The Company confirms that no stock sales were made by current insiders of the Company.

To learn more, join Yerbaé’s mailing list for important updates and offers:
<https://investors.yerbae.com>.

About Yerbaé Brands Corp.

Founded in 2017 by Todd Gibson and Karrie Gibson, Yerbaé Brands Corp., (TSXV: YERB.U) 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 @DrinkYerbae on Instagram and Facebook.

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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