

Yerbaé

Yerbaé Brands Corp.

NOT FOR DISTRIBUTION TO U.S. NEWSWIRE SERVICES OR FOR RELEASE, PUBLICATION, DISTRIBUTION OR DISSEMINATION DIRECTLY, OR INDIRECTLY, IN WHOLE OR IN PART, IN OR INTO THE UNITED STATES.

For Immediate Release

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

Yerbaé Corrects Number of Options and PSUs Granted

Scottsdale, Ariz., February 9, 2024 — Yerbaé Brands Corp. (TSXV: YERB.U) (“Yerbaé” or the “Company”), a plant-based energy beverage company, announces that, further to its news release dated December 29, 2023 (the “Release”), the number of stock options (each, an “Option”) and performance share units (each, a “PSU”) granted where incorrectly stated. The correct number of Options granted to certain directors, officers and employees is 609,375 and the correct number PSUs granted to certain directors officers and employees is 1,069,441. All other information in the Release remains the same.

All of the Options, the PSUs and the Shares underlying such Options and PSUs, as applicable, are subject to a hold period of four months and one day from the date of issuance.

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.

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/>

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.