

Yerbaé®

For Immediate Release

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

Yerbaé to Participate in the 36th Annual Roth Conference

Scottsdale, Ariz., March 15, 2024 — Yerbaé Brands Corp. (TSX-V: YERB.U; OTCQX: YERBF) (“**Yerbaé**” or the “**Company**”), a plant-based energy beverage company, announces its participation in the 36th Annual Roth Conference, scheduled to take place from March 17th to 19th in Laguna Niguel, California.

Todd Gibson, co-founder and Chief Executive Officer of Yerbaé will participate in a fireside chat with Sean McGowan, Managing Director, Senior Research Analyst of Roth MKM on **Tuesday, March 19th at 12:30 a.m. (PST)**. In addition to the fireside chat, Yerbaé’s management team will be available for one-on-one meetings on March 18th and 19th. Interested investors should contact their Roth MKM representative to schedule meetings.

Yerbaé will also feature in the Emerging Brand Showcase & Reception on Monday, March 18th, from 4:30 to 6:00 p.m. (PST). Attendees will have the opportunity to sample Yerbaé’s plant-based energy beverages.

Yerbaé Engages ICP Securities Inc. for Automated Market Making Services

The Company has engaged the services of ICP Securities Inc. (“**ICP**”) to provide automated market making services, including use of its proprietary algorithm, ICP Premium™, in compliance with the policies and guidelines of the TSX Venture Exchange and other applicable legislation. ICP will receive a fee of C\$7,500 plus applicable taxes per month, payable monthly. The agreement between the Company and ICP is for an initial term of four (4) months (the “**Initial Term**”) and shall be automatically renewed for subsequent one (1) month terms (each month called an “**Additional Term**”) unless either party provides at least thirty (30) days’ written notice prior to the end of the Initial Term or an Additional Term, as applicable. There are no performance factors contained in the agreement and no stock options or other compensation are being granted in connection with the engagement. ICP and its clients may acquire an interest in the securities of the Company in the future. As of the date of this news release, ICP holds no interest in the securities of the Company.

ICP is an arm’s length party to the Company. ICP’s market making activity will be primarily to correct temporary imbalances in the supply and demand of the Company’s common shares. ICP will be responsible for the costs it incurs in buying and selling the Company’s common shares, and no third party will be providing funds or securities for the market making activities.

Yerbaé Announces Resignation of interim CFO and Appoints Replacement

Yerbaé announces that, effective March 15, 2024, Nicholas Cranny will be stepping down from his role as interim Chief Financial Officer (“**CFO**”). In his place, Yerbaé wishes to announce the appointment of Karrie Gibson, Chief Operating Officer and Co-Founder of Yerbaé, as the Company’s new interim CFO. The Company also wishes to announce the engagement of Glenn Hopper from Eventus Advisory Group, LLC

to assist Ms. Gibson in her new role. Collectively, Ms. Gibson and Mr. Hopper both bring a wealth of experience and expertise to the Company.

Yerbaé is currently interviewing for the full time CFO position as part of its ongoing commitment to strengthen and enhance its leadership team. The decision to bring in new expertise aims to further bolster the Company's financial capabilities and support its strategic growth initiatives.

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>.

On behalf of the Board of Directors

"Todd Gibson"

Todd Gibson, CEO
Yerbaé Brands Corp.

Contact Information:

For investors, investors@yerbae.com or 480.471.8391

To reach CEO Todd Gibson, todd@yerbae.com or 480.471.8391

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