

# Yerbaé®

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For Immediate Release

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

## **Yerbaé Brand Corp. to Present at Upcoming Investor Conferences**

**Scottsdale, Ariz., April 1, 2024** — Yerbaé Brands Corp. (TSX-V: YERB.U; OTCQX: YERBF) (“**Yerbaé**” or the “**Company**”), a plant-based energy beverage company, today announced the company will present at upcoming investor conferences including the 14<sup>th</sup> Annual LD Micro Invitational XIV and the Planet MicroCap Showcase (or “**LD Micro**”).

### **Yerbaé to Present at the LD Micro Invitational XIV in Manhattan New York**

Yerbaé will be presenting at the 14<sup>th</sup> Annual LD Micro Invitational at the Sofitel New York on April 8<sup>th</sup>-9<sup>th</sup>, 2024. The event is expected to feature 80 companies presenting in half-hour increments, as well as private 1:1 meetings.

Yerbaé is scheduled to present on Tuesday, April 9, 2024 at 2:00 p.m. (EST)/11:00 a.m. (PST). Todd Gibson, CEO & Co-Founder, will be leading the presentation.

LD Micro, a wholly owned subsidiary of Freedom US Markets, was founded in 2006 with the sole purpose of being an independent resource in the micro-cap space. Whether it is the Index, comprehensive data, or hosting the most significant events annually, LD Micro’s sole mission is to serve as an invaluable asset for all those interested in finding the next generation of great companies. For more information on LD Micro, visit [www.ldmicro.com](http://www.ldmicro.com).

### **Yerbaé to Present at the Planet MicroCap Showcase: VEGAS 2024**

Yerbaé will be presenting at the Planet MicroCap Showcase at the Paris Hotel Las Vegas on April 30<sup>th</sup>-May 2<sup>nd</sup>, 2024. The event brings together the best investors and thought leaders in MicroCap, quality MicroCap investing opportunities, and private 1:1 meetings.

Yerbaé is scheduled to present on Wednesday, May 1, 2024 at 6:30 p.m. (EST)/ 3:30 p.m. (PST). Todd Gibson, CEO & Co-Founder, will be leading the presentation.

Planet MicroCap is a global multimedia and publishing financial news investor portal specifically focused on covering the MicroCap market by providing news, insights, education tools and expert commentary.

## **Yerbaé Strengthens Board of Directors with Appointment of Maruf Raza, CPA, CA**

Yerbaé proudly welcomes Maruf Raza, CPA, CA as the newest member of its Board of Directors of the Company (the “**Board**”), effective March 25, 2024. Mr. Raza, currently a Partner and the Senior Vice President of Assurance and National Leader Public Companies at MNP LLP, brings a wealth of experience in chartered professional accountancy and business advisory services. Maruf serves as an advisor to public companies, and private companies planning on going public through direct initial public offerings or reverse mergers.

Regarded as a thought leader on International Financial Accounting Standards (“**IFRS**”), Maruf has conducted technical research on IFRS and U.S. accounting standards, including being part of the CPA Canada’s IFRS Discussion Group and various committees at the Ontario Securities Commission. He has worked in many countries around the globe and specializes in helping finance these companies in Canada, either through public or private transactions. Maruf has extensive experience working with clients in the technology, mining and gaming sectors. He is also involved with investment funds and Exempt Market Dealers.

A 1999 graduate of Ryerson University, Maruf earned his Chartered Professional Accountant and Chartered Accountant designations in 2001. Maruf currently serves on the PDAC-CPA Canada joint Mining Task Force. He also serves as a director to a TSX listed company and has been a past board chair of a TSX-V listed company.

In addition to his role on the Board, Mr. Raza will also be assuming responsibilities on Yerbae’s audit and nomination committee as a member.

In connection with Mr. Raza’s appointment to the Board, Yerbaé announces the resignation of Carl Sweat as a director. The Company would like to thank Mr. Sweat for his contributions on the Board.

## **Yerbaé Announces Grant of Stock Options, Restricted Share Units and Performance Share Units**

Yerbaé is also pleased to announce the grant of an aggregate of 376,100 options (each, an “**Option**”) to purchase up to 376,100 common shares (each, a “**Share**”) in the capital of the Company as well as the award of an aggregate of 891,664 restricted share units (each, a “**RSU**”) and 346,666 performance share units (each, a “**PSU**”), each effective April 1, 2024 for employees and board members benefit package 2024.

The Options are exercisable for a period of 7 years from the date of grant at a price of US\$0.52 per Share. All Options vest as to: (i) 25% 15 months following the date of grant; (ii) 25% 18 months following the date of grant; (iii) 25% 21 months following the date of grant; and (iv) 25% 24 months following the date of grant.

Each RSU represents the right to receive, once vested, one Share in the capital of the Company. The RSUs vest 12 months from the date of the RSU Award.

Each PSU represents the right to receive, once vested and the requisite performance criteria is met

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

securities law purposes. The Shares underlying the Options, RSUs, and PSUs, as applicable, are also subject to resale restrictions under applicable U.S. securities laws.

This news release does not constitute an offer to sell or a solicitation of an offer to buy any of the securities described herein to, or for the account or benefit of, persons in the United States or U.S. persons (“**U.S. Persons**”), as such term is defined in Regulation S under the United States Securities Act of 1933, as amended (the “**1933 Act**”). The securities described herein have not been and will not be registered under the 1933 Act or any state securities laws, and may not be offered or sold to, or for the account or benefit of, persons in the United States or U.S. Persons unless registered under the 1933 Act and applicable state securities laws, or an exemption from such registration is available.

### **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, Chief Executive Officer and Co-Founder

### **Contact Information:**

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