

# Yerbaé

Yerbaé Brands Corp.

TSX Venture: YERB.U

OTCQX: YERBF

For Immediate Release

## YERBAÉ ANNOUNCES GRANT OF STOCK OPTIONS

**October 31, 2023, Scottsdale, Ariz.** - Yerbaé Brands Corp. (the “**Company**” or “**Yerbaé**”) announces that, effective October 31, 2023, it has granted 11,905 stock options (each, an “**Option**”) to purchase 11,905 common shares (each, a “**Share**”) in the capital of the Company to an employee of the Company. The Options are exercisable for a period of 7 years from the date of grant at a price of US\$1.43 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.

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

None of the securities will be registered under the United States Securities Act of 1933, as amended (the “**1933 Act**”), and none of them may be offered or sold in the United States absent registration or an applicable exemption from the registration requirements of the 1933 Act. This news release shall not constitute an offer to sell or solicitation of an offer to buy nor shall there be any sale of the securities in any state where such offer, solicitation, or sale would be unlawful.

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**

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*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.*