

Yerbaé

Yerbaé Brands Corp.

For Immediate Release

TSX Venture: YERB.U

Yerbaé Announces Proposed Issuance of Shares to Consultant

Scottsdale, Ariz., November 24, 2023 – Yerbaé Brands Corp. (TSXV: YERB.U) (“Yerbaé” or the “Company”), a plant-based energy beverage company, announces that, further to its news releases dated June 19, 2023 and July 21 2023, it intends to issue an aggregate of 66,489 common shares (each, a “Share”) of the Company pursuant to a consulting agreement with FORCE Family Office, Inc. (“FORCE”) dated May 15, 2023, as amended June 19, 2023 in consideration for the balance of the services provided by FORCE in the amount of US\$125,000. The Shares will be issued at a deemed price of US\$1.88 per Share. FORCE is at arm’s length to the Company and has not provided any Investor Relations services to the Company.

The Shares will be subject to a statutory hold period expiring four months and one day after the date of issuance.

None of the Shares 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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