

Yerbaé

Yerbaé Brands Corp.

For Immediate Release

TSX Venture: YERB.U

Yerbaé announces grant of stock options, restricted share units and performance share units

March 10, 2023, Scottsdale, Ariz. - Yerbaé Brands Corp. (the “**Company**” or “**Yerbaé**”) that it has granted (the “**Grant**”) an aggregate of 1,460,395 stock options (each, an “**Option**”) to purchase up to 1,460,395 common shares (each, a “**Share**”) in the capital of the Company to certain directors, officers, employees and consultants of the Company. The Options are exercisable for a period of 7 years from the date of Grant at a price of US\$1.16 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.

The Company also announces that it has awarded (the “**RSU Award**”) 808,041 restricted share units (each, a “**RSU**”) of the Company to officers of the Company pursuant to the Company’s Omnibus Equity Incentive Plan (the “**Plan**”). Each RSU represents the right to receive, once vested, one Share in the capital of the Company. These RSUs vest 12 months from the date of the RSU Award.

The Company also announces that it has awarded (the “**PSU Award** and, together with the RSU Award, the “**Award**”) 783,693 performance share units (each, a “**PSU**”) of the Company to officers and employees of the Company pursuant to the Plan. Each PSU represents the right to receive, once vested and the requisite performance criteria is met, one Share. Accordingly, each PSU shall vest contingent upon and at the time the Company reaches US\$12,500,000 in net sales for 2023.

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.

None of the securities acquired in the Grant or Award 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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