

# Yerbaé

Yerbaé Brands Corp.

For Immediate Release

TSX Venture: YERB.U

## All of the Yerbaé CrossFit Athletes Have Qualified to Compete In the NoBull CrossFit Games 2023!

*Yerbaé is pleased to announce their entire roster of athletes are heading to the CrossFit Games 2023 in Madison, WI to compete to be the Fittest on Earth.*

*Yerbaé also announces engagement of consultants and the issuance of stock options and RSUs*

**Scottsdale, Ariz., May 31, 2023** — Yerbaé Brands Corp. (TSXV: YERB.U) (“**Yerbaé**” or the “**Company**”), a plant-based energy beverage company, is proud to announce that all of their sponsored athletes and teams have qualified for the CrossFit Games 2023 to compete to be the fittest on Earth. Sam Dancer has qualified in the master’s division, Annie Thorisdottir and James Sprague have qualified in the individual division, Shaylin Laure with Team Franco’s Misfits have qualified in the team division and all three CrossFit Invictus teams have qualified as well.

“The team here at Yerbaé couldn’t be more excited about these incredible athletes success to have earned their spot at the NoBull CrossFit Games 2023 in Madison, WI. Their unwavering dedication and hard work have led them to compete against the very best, vying for the title of the Fittest on Earth. They have proven their exceptional abilities and relentless spirit, and we are filled with anticipation as we witness their journey towards this ultimate recognition of strength and athleticism. It is an honor to support and partner with them on their journey, and we are inspired by their remarkable achievements. We believe in their potential to reach extraordinary heights, and we are so excited to see what they will accomplish this year at the CrossFit Games in August,” said Todd Gibson, Co-Founder, CEO and a director of Yerbaé.

“The partnership between Yerbaé and our CrossFit athletes is a testament to our shared values of health, wellness, and pushing boundaries. Together, we fuel these extraordinary athletes on their journey to greatness. We are proud to stand alongside these dedicated athletes as they inspire others and showcase the power of determination. Through this partnership, we aim to empower athletes and help them reach the goal of being crowned the Fittest on Earth,” said Karrie Gibson, Co-Founder, Chief Operating Officer and a director of Yerbaé.



Yerbaé has been a supporter of CrossFit and its athletes for over 3 years, recognizing the values of hard work, determination, and the pursuit of excellence that are shared by both the sport and the Company. As a leading provider of energizing, plant-based beverages, Yerbaé understands the importance of proper nutrition and hydration for athletes of all levels.

The NoBull CrossFit Games will be held in Madison, WI on August 1-6, 2023.

### **Engagement of Consultants and Issuances of Stock Options and RSUs**

Yerbaé also announces that it has entered into consulting agreements with each of FORCE Family Office, Inc. (“**FORCE**”) and Monied Media Ltd. (“**Monied Media**”) for the provision of certain business development and corporate strategies services.

Under the terms of the consulting agreement with FORCE (the “**FORCE Family Agreement**”), FORCE will provide certain business development and corporate strategies services to enhance the Company’s growth and market positioning. The engagement is set for a period of six (6) months, which commenced on May 15, 2023 and ends on November 15, 2023 (the “**Term**”). In consideration for services to be provided by FORCE, the Company agreed to pay FORCE an aggregate consulting fee of USD\$150,000 payable in common shares (each, a “**Share**”) as to USD\$75,000 in Shares on the date of execution of the FORCE Family Agreement at a deemed price per Share equal to the prevailing market price of the Shares on the date of such issuance and as to USD\$75,000 in Shares on the date of expiration of the Term at a deemed price per Share equal to the prevailing market price of the Shares on the date of such issuance.

Pursuant to the terms of the consulting agreement with Monied Media dated May 18, 2023, in consideration for the services to be provided by Monied Media, the Company agreed to issue 100,000 restricted share units (each, a “**RSU**”) of the Company and options (each, an “**Option**”) to purchase an aggregate of 100,000 Shares. Each RSU represents the right to receive, once vested twelve (12) months from the date of grant in accordance with Yerbaé’s Equity Incentive Plan (the “**Plan**”), one Share. The Options are exercisable into one Share at an exercise price or US\$1.55 per Share for a period of seven (7) years and all vested upon the date of grant.

The Company also announces that it has granted a member of the Company's Advisory Board 35,714 RSUs, with each RSU representing the right to receive, once vested twelve (12) months from the date of grant in accordance with the Plan, one Share.

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, contains caffeine and has 196 active compounds, including vitamins, minerals and nutrients.

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**

For further information on Yerbaé:

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