

## **Xebra Brands Executes Manufacturing and Distribution Agreement to Launch CBD Product Line in the U.S.**

**VANCOUVER, BC / [ACCESS Newswire](#) / April 15, 2025** / Xebra Brands Ltd. ("Xebra" or the "Company") (CSE:XBRA)(OTCQB:XBRAF)(FSE:9YC0), a leading innovator in the North American cannabis sector, is pleased to announce that building on its recently announced partnership with BSK Holdings, Xebra has executed a Manufacturing and Distribution Agreement dated April 14, 2025 with NF Skin and its fulfillment division, RT Fulfillment, one of BSK's leading partners. This partnership aims to accelerate the U.S. launch of Xebra's ELEMENTS™ CBD product line, leveraging NF Skin's expertise in custom formulation, manufacturing, and comprehensive fulfillment services.

NF Skin, established in 2003, is renowned for its full-service capabilities in the beauty and wellness industry, specializing in private label CBD products. Their services encompass custom formulation, manufacturing, packaging, and branding, all conducted in GMP-certified U.S. facilities. RT Fulfillment, NF Skin's dedicated logistics arm, offers streamlined drop shipping, inventory management, and order fulfillment services to some of the industry's biggest brands.

Under the agreement, NF Skin and RT Fulfillment will support Xebra in finalizing key formulations and product SKUs for the ELEMENTS™ line, which includes tinctures, topicals, gummies and wellness supplements. The collaboration will also handle all aspects of operational execution, from manufacturing and packaging to distribution and customer service.

"Partnering with NF Skin and RT Fulfillment is a significant step in our strategy to establish a strong presence in the U.S. CBD market," said Rodrigo Gallardo, Interim-CEO of Xebra Brands. "Their comprehensive services and industry expertise will enable us to deliver high-quality, compliant products to consumers efficiently and effectively."

This partnership aligns with Xebra's broader goal of diversifying the company's operations and launching products in the North American market. By leveraging NF Skin's robust infrastructure and logistics capabilities, Xebra is getting well-positioned to meet the growing demand for premium CBD products in the United States.

About NF Skin:

NF Skin is a leading private label manufacturer specializing in CBD-infused skincare, supplements, and wellness products. With over two decades of award winning experience, NF Skin offers end-to-end services, including custom formulation, manufacturing, packaging, and branding. <https://nfskin.com/fulfillment/>, provides comprehensive fulfillment solutions, including inventory management, order processing, and distribution services, ensuring seamless delivery to customers nationwide.

#### About Xebra Brands:

Xebra Brands Ltd. is a North American cannabis company focused on the development and commercialization of cannabis products. With operations in Mexico and Canada, Xebra holds exclusive rights to import, cultivate, manufacture, and sell cannabis products in Mexico. The Company's mission is to deliver innovative, high-quality cannabis products that meet the evolving needs of consumers.

For more information, please visit [www.xebrabrands.com](http://www.xebrabrands.com).

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#### Cautionary Note Regarding Forward-Looking Statements:

This news release contains certain "forward-looking information" and "forward-looking statements", as such terms are defined under applicable securities laws (collectively, "forward-looking statements"). Forward-looking statements can be identified by the use of words and phrases such as "plans", "expects", "is expected", "budget", "scheduled", "estimates", "forecasts", "intends", "anticipates" or "believes" or variations (including negative variations) of such words and phrases, or state that certain actions, events or results "may", "could", "would", "might" or "will" be taken, occur or be achieved. Forward-looking statements herein include, but are not limited to, statements with respect Strategy 2025 and the Company's growth strategy into the CBD market, the roadmap to accelerate growth in the North American CBD market, the Company's expected growth pillars of Cultivation, Manufacturing and Retail and the planned business activities under each such pillar, that the Company is actively seeking to amend current provisions under the Company's Mexican cultivation licences that limit cultivation scale, the aim to collaborate with major agricultural institutions in Mexico for large-scale, low-cost outdoor cannabis cultivation, expectations with respect to the Company's legal proceedings in Mexico,

including the results and timing thereof, the expectation that Chapingo University will initiate pilot projects once confined site approval is granted, the anticipation for the importation process the two CBD products, which were manufactured in partnership with Restorative Botanicals, to be completed by April 2025 and the expectation for launch shortly thereafter, the Company's plans for e-commerce partnerships with Amazon Mexico and Mercado Libre in Mexico and the intention to leveraging expertise from a major U.S. e-commerce partner for market expansion and that the Company is seeking partnerships with CBD brands and that such partnerships may expedite the Company's path to self-sustainability.

These forward-looking statements are based on current expectations and are subject to known and unknown risks, uncertainties and other factors, many of which are beyond Xebra's ability to predict or control and could cause actual results to differ materially from those contained in the forward-looking statements. Specific reference is made to Xebra's most recent annual management discussion and analysis on file with certain Canadian provincial securities regulatory authorities for a discussion of some of the factors underlying forward-looking statements, which include, without limitation, the inability of Xebra to retain the authorizations granted by COFEPRIS, the inability to successfully complete financings on terms acceptable to Xebra or at all, the inability to generate sufficient revenues or to raise sufficient funds to carry out its business plan; changes in government legislation, taxation, controls, regulations and political or economic developments in various countries; risks associated with agriculture and cultivation activities generally, including inclement weather, access to supply of seeds, poor crop yields, and spoilage; compliance with import and export laws of various countries; significant fluctuations in cannabis prices and transportation costs; the risk of obtaining necessary licenses and permits; inability to identify, negotiate and complete potential acquisitions, dispositions or joint ventures for any reason; the ability to retain key employees; dependence on third parties for services and supplies; non-performance by contractual counter-parties; general economic conditions; the continued growth in global demand for cannabis products and the continued increase in jurisdictions legalizing cannabis; and the timely receipt of regulatory approvals for license applications on terms satisfactory to Xebra. In addition, there is no assurance Xebra will: be a low-cost producer or exporter; obtain a dominant market position in any jurisdiction; have products that will be unique. The foregoing list is not exhaustive and Xebra undertakes no obligation to update or revise any of the foregoing except as required by law. Many of these uncertainties and contingencies could affect Xebra's actual performance and cause its actual performance to differ materially from what has been expressed or implied in any forward-looking statements made by, or on behalf of, Xebra. Readers are cautioned that forward-

looking statements are not guarantees of future performance and readers should not place undue reliance on such forward-looking statements. There can be no assurance that such statements will prove to be accurate and actual results and future events could differ materially from those set out in such statements.

SOURCE: Xebra Brands Ltd