



**SWEET  
EARTH**

(CSE: SE)  
(FSE: 1KZ1)  
(OTCQB: SEHCF)

## **SWEET EARTH APPOINTS ROBERT DUBEAU AS PRESIDENT AND CEO**

(CSE: SE)

**VANCOUVER, B.C.** July 13, 2023 – Sweet Earth Holdings Corp. (CSE: SE) (FSE: 1KZ1) (OTCQB: SEHCF) (“**Sweet Earth**” the “**Company**”) is pleased to announce the appointment of Mr. Robert Dubeau to the positions of Chief Executive Officer, President, and director of the Company. He succeeds Peter Espig, who will also be stepping down from his position as a director, to focus on other commitments.

Mr. Robert Dubeau is a seasoned equity and real estate investor. He is the current CEO of By the Bay Properties, a real estate holdings company with a property portfolio in Cape Breton, Nova Scotia. Prior to this, he spent the last fifteen years in government regulatory roles and private business. He has extensive experience in audit, operations management, and real estate management. Mr. Dubeau is a graduate of Kwantlen Polytechnic University with a major in accounting.

The Company thanks Mr. Espig for his work at Sweet Earth and wishes him the best in his endeavors. Sweet Earth is also excited to have a leader with the caliber of Mr. Dubeau take the helm as the Company looks to move forward and capitalize on potential value-added opportunities.

### **About Sweet Earth**

**Corporate Website:** <https://sweetearthcbdcorp.com>.

Sweet Earth’s products combine CBD with herbal and organic ingredients, all of which are selected for their beneficial properties to soothe, rejuvenate, and reduce inflammation. In addition to high-end finished products, Sweet Earth prides itself on sustainability by minimizing the use of plastics in both production and packaging.

Sweet Earth maintains a portfolio of skin and body care products that includes facial products, men’s, spa, hemp, and muscle products that are sold on its website, <https://sweetearthskincare.com>.

### **ON BEHALF OF THE BOARD**

*“Chris Cooper”*

Chris Cooper

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**Neither the Canadian Securities Exchange nor its Regulation Services Provider accepts responsibility for the adequacy or accuracy of this release.**