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Sweet Earth Announces Share Consolidation

Vancouver, British Columbia (November 26, 2024) – Sweet Earth Holdings Corporation (CSE: SE) (FSE: 1KZ1) (OTC Pink: SEHCF) ("**Sweet Earth**" or the "**Company**"), announces that the Company intends to consolidate the common shares in the capital of the Company (the "**Common Shares**") on the basis of ten (10) pre-consolidation Common Shares for every one (1) post-consolidation Common Share (the "**Consolidation**").

The Company currently has 24,802,941 Common Shares issued and outstanding, and following the Consolidation, the Company will have approximately 2,480,294 Common Shares issued and outstanding, prior to rounding for fractional shares.

The Consolidation was approved by the board of directors of the Company (the "**Board**") on October 31, 2024 in accordance with the Articles of the Company, but remains subject to the approval of the Canadian Securities Exchange (the "**Exchange**") and shareholder consent. The Company will issue a further news release announcing the effective date of the Consolidation upon receiving Exchange approval and shareholder consent. The Company will not be changing its name in conjunction with the Consolidation.

About Sweet Earth

Sweet Earth is a reporting issuer in the Provinces of British Columbia, Alberta and Ontario with its common shares listed on the CSE. Sweet Earth has been developing hemp and CBD related assets in Canada and the United States and is actively seeking new and different business opportunities.

ON BEHALF OF THE BOARD

"Chris Cooper"

Chris Cooper, CFO and Director

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Neither the Canadian Securities Exchange nor its regulation services provider accepts responsibility for the adequacy or accuracy of this release.

Forward-Looking Information: This news release includes certain statements that may be deemed "forward-looking statements". The use of any of the words "anticipate", "continue", "estimate", "expect", "may", "will", "would", "project", "should", "believe" and similar expressions are intended to identify forward-looking statements. Although the Company believes that the expectations and assumptions on which the forward-looking statements are based are reasonable, undue reliance should not be placed on the forward-looking statements because the Company can give no assurance that they will prove to be correct. Since forward-looking statements address future events and conditions, by their very nature they involve inherent risks and uncertainties. These statements speak only as of the date of this News Release. Actual results could differ materially from those currently anticipated due to a number of factors and risks including various risk factors discussed in the Company's disclosure documents which can be found under the Company's profile on www.sedarplus.ca.