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Sweet Earth Announces Effective Date of Consolidation

Vancouver, British Columbia (December 9, 2024) – Sweet Earth Holdings Corporation (CSE: SE) (FSE: 1KZ1) (OTC Pink: SEHCF) ("**Sweet Earth**" or the "**Company**"), announces, further to its news release of November 26, 2024, and effective December 11, 2024, the Company will consolidate the common shares in the capital of the Company (the "**Common Shares**") on the basis of one (1) post consolidated Common Share to every ten (10) pre-consolidated Common Shares (the "**Consolidation**").

The name of the Company and trading symbol will remain the same after the Consolidation. The new CUSIP number will be 87039X117 and the new ISIN number will be CA87039X1179 for the post Consolidation Common Shares.

The Company's post-Consolidation Common Shares are expected to begin trading on the Canadian Securities Exchange ("**CSE**") on or about December 11, 2024. The total issued and outstanding number of Common Shares post-Consolidation will be approximately 2,480,294.

Letters of transmittal with respect to the Consolidation will be mailed to all registered shareholders of the Company. All registered shareholders will be required to send their respective certificates representing the pre Consolidation Common Shares along with a properly executed letter of transmittal to the Company's transfer agent, Odyssey Trust Company ("**Odyssey Trust**"), in accordance with the instructions provided in the letter of transmittal. All shareholders who submit a duly completed letter of transmittal along with their respective pre-Consolidation Common Share certificate(s) to Odyssey Trust, will receive a post Consolidation Common Share certificate or Direct Registration Advice representing the post Consolidation Common Shares.

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 on reasonable assumptions, 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.