

## MOJAVE BRANDS INC.

*For Immediate Release*

October 20, 2023  
(No. 2023-10-06)

### MOJAVE BRANDS INC. ANNOUNCES EFFECTIVE DATE OF SHARE CONSOLIDATION

**VANCOUVER, B.C., October 20, 2023 – Mojave Brands Inc.** (CSE: MOJO) (OTCQB: HHPHF) (FSE: OHCN) (“**Mojave**” or the “**Company**”) announces that further to the Company’s news release dated October 19, 2023, the Company will implement the previously announced consolidation of its common shares in the capital of the Company (the “**Shares**”) on the basis of four (4) pre-consolidation Shares for every one (1) post-consolidation Share (the “**Consolidation**”) effective as of October 25, 2023.

The Company name and trading symbol will remain unchanged after the Consolidation. The new CUSIP number will be 608384202 and the new ISIN number will be CA6083842022 for the post-Consolidation Shares.

The Company’s post-Consolidation Shares are expected to begin trading on the Canadian Securities Exchange (the “**CSE**”) on or about October 25, 2023. The total issued and outstanding number of Shares post-Consolidation will be approximately 2,560,607, subject to rounding for fractional Shares.

No fractional Shares will be issued in connection with the Consolidation. In the event a holder of Shares would otherwise be entitled to receive a fractional Share in connection with the Consolidation, the number of Shares to be received by such shareholder will be rounded down to the next whole number if that fractional Share is less than one-half (1/2) of a Share, and will be rounded up to the next whole number if that fractional Share is equal to or greater than one-half (1/2) of a Share.

Registered shareholders that hold physical Share certificates will receive a letter of transmittal requesting that they forward pre-Consolidation Share certificates to the Company’s transfer agent, Computershare Investor Services Inc. for exchange for new Share certificates representing Shares on a post-Consolidation basis. Shareholders who hold their Shares through a broker or other intermediary and do not have Shares registered in their own name will not be required to complete a letter of transmittal.

#### ON BEHALF OF THE BOARD OF DIRECTORS

*“Robert Dubeau”*

Robert Dubeau  
Director

**For more information about Mojave, please contact:**

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*The CSE does not accept responsibility for the adequacy or accuracy of this release.*

*This news release includes certain statements that may be deemed “forward-looking statements”. All statements in this new release, other than statements of historical facts, that address events or developments that the Company expects to occur, are forward-looking statements. Forward-looking statements are statements that are not historical*

*facts and are generally, but not always, identified by the words “expects”, “plans”, “anticipates”, “believes”, “intends”, “estimates”, “projects”, “potential” and similar expressions, or that events or conditions “will”, “would”, “may”, “could” or “should” occur. Although the Company believes the expectations expressed in such forward-looking statements are based on reasonable assumptions, such statements are not guarantees of future performance and actual results may differ materially from those in the forward-looking statements. Factors that could cause the actual results to differ materially from those in forward-looking statements include market prices, continued availability of capital and financing, and general economic, market or business conditions. Investors are cautioned that any such statements are not guarantees of future performance and actual results or developments may differ materially from those projected in the forward-looking statements. Forward-looking statements are based on the beliefs, estimates and opinions of the Company’s management on the date the statements are made. Except as required by applicable securities laws, the Company undertakes no obligation to update these forward-looking statements in the event that management’s beliefs, estimates or opinions, or other factors, should change.*