

**NEWS RELEASE**

## **Xebra's Vicious Citrus Cannabis Lemonade a Best Seller**

**Vancouver, BC, Canada, November 30, 2022, Xebra Brands Ltd. ("Xebra") (XBRA: CSE) (XBRAF: OTCQB) (9YC: FSE),** is pleased to announce that its cannabis infused beverage **Vicious Citrus OG**, is a top performer, based on multiple metrics, in Ontario, Canada's largest Cannabis market where more than 1,300 cannabis retailers are based.

**OG** is the first launch of several non-carbonated lemonade products under the Vicious Citrus brand. OG, which stands for "Original", is differentiated by its non-carbonated profile and the addition of CBN, a unique cannabinoid that works synergistically with THC, to enhance the overall effect.

Vicious Citrus OG launched in Ontario in August 2022, and in only approximately 10 weeks, is the best-selling non-carbonated lemonade, the best-selling lemonade, the fastest growing lemonade in sales, in the top 20% of all cannabis beverage SKU's sold in Ontario, and in the top 1/3 of all cannabis beverage brands based on sales.

Vicious Citrus OG is also retailing in Saskatchewan, and is expected to be available soon in British Columbia, Alberta and Manitoba.

*"Vicious Citrus OG is off to a strong start in Canada," said Jay Garnett, CEO of Xebra Brands, "Budtender and consumer feedback has been exceptionally positive, and we are confident the brand will continue to grow in current markets as well as expand into new ones."*

Xebra management is considering introducing the Vicious Citrus brand outside Canada and is taking steps to assess opportunities.

### **ABOUT XEBRA**

Xebra is a cannabis cultivation and product company, with global brands and intellectual property. Our focus includes beverages, wellness and leisure. Xebra is an absolute first mover in the Mexican cannabis sector. In Canada, Xebra retails its unique Vicious Citrus OG THC/CBN Lemonade and plans to launch additional beverage under the Vicious Citrus brand soon.

*Jay Garnett*  
CEO

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*Certain information contained in this press release constitutes forward-looking statements under applicable securities laws. Any statements that are not statements of historical fact may be deemed to be forward-looking statements, these include, without limitation, statements regarding Xebra Brands Ltd.'s expectations in respect of its ability to successfully execute its business plan or business model; its ability to provide economic, environmental, social, or any benefits of any type, in the communities it operates in or may operate it in the future; its ability to be a first mover in a country, or to obtain or retain government licenses, permits or authorizations in general, or specifically in Mexico, Colombia, Canada, or elsewhere, including cannabis authorizations from the Mexican Health Regulatory Agency (COFEPRIS); its ability to successfully apply for and obtain trademarks and other intellectual property in any jurisdiction; its ability to be cost competitive; its ability to commercialize, cultivate, grow, or process hemp or cannabis in Mexico, Colombia, Canada, or elsewhere and related plans and timing; its ability to manufacture cannabis beverages, wellness products, or other products; its ability to commercialize or sell cannabis beverages, wellness products, or other products, in Mexico, Colombia, Canada, or elsewhere; its ability to launch, commercialize or to sell Vicious Citrus Lemonade or any additional cannabis infused beverage brands or products, at any time, in any jurisdiction, and its related plans and claims, including market interest and availability; its ability to commercialize or to sell Elements wellness products in any jurisdiction at any time; its ability to create wellness products that have a therapeutic effect or benefit; plans for future growth and the direction of the business; financial projections including expected revenues, gross profits, and EBITDA (which is a non-GAAP financial measure); plans to increase product volumes, the capacity of existing facilities, supplies from third party growers and contractors; expected growth of the cannabis industry generally; management's expectations, beliefs and assumptions in general, including manufacturing costs, production activity and market potential in Mexico or any jurisdiction; events or developments that XEBRA expects to take place in the future; general economic conditions; and other risk factors described in the prospectus of the Company dated September 30, 2021. All statements, other than statements of historical facts, are forward-looking information and statements. The words "aim", "believe", "expect", "anticipate", "contemplate", "target", "intends", "continue", "plans", "budget", "estimate", "may", "will", and similar expressions identify forward-looking information and statements. Forward-looking statements are necessarily based upon a number of estimates and assumptions that, while considered reasonable by XEBRA as of the dates of such statements, are inherently subject to significant business, economic and competitive uncertainties and contingencies. Known and unknown factors could cause actual results to differ materially from those projected in the forward-looking statements. Such factors include, but are not limited to, the inability of XEBRA 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 a potential acquisition 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; and the continued growth in global demand for cannabis products and the continued increase in jurisdictions legalizing cannabis; and the timely receipt of regulatory approval for license applications. 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; launch other Vicious Citrus SKUs; or monetize any asset sales from its Colombian and Dutch subsidiaries. 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.*