

# Xebra Brands Announces Listings at Alberta Gaming and Liquor Commission and Launches Second SKU "NEO"

## Alberta Gaming and Liquor Commission lists Vicious Citrus OG and NEO in Alberta

Vancouver, British Columbia--(Newsfile Corp. - March 22, 2023) - **Xebra Brands Ltd. (CSE: XBRA) (OTCQB: XBRAD) (FSE: 9YC0) ("Xebra")**, a cannabis company, is pleased to announce that on the heels of a successful launch of Vicious Citrus OG, Xebra announces the launch of the second Vicious Citrus SKU, Neo, along with the announcement of a successful listing at the Alberta Gaming and Liquor Commission (AGLC). As a unique addition to the Vicious Citrus family, Neo, is now for sale in Ontario, Alberta and Saskatchewan. Vicious Citrus Neo is an original lemonade with a touch of natural honey flavor. With 10mg of THC and 10mg CBN, Vicious Citrus Neo was crafted for cannabis consumers who are looking for soothing and relaxing beverages.

"Launching both SKU's into Alberta retailers is an important milestone," **said Jay Garnett, CEO of Xebra Brands**. "Alberta is one of the largest and important markets in the Canadian cannabis sector. We're thrilled that these two products are now for sale in the Alberta market and we're quickly scaling up production to ensure that we're able to meet the demand for these products, as we are rapidly expanding our Canadian distribution from coast to coast. Consumers and retailers share very positive feedback and are looking for more from the brand. We have a healthy innovation pipeline designed to meet unique needs of the Canadian and North American cannabis consumer and look forward to having a diverse selection of SKUs available in 2023," **stated Jay**.

AGLC is the Government of Alberta's Crown commercial enterprise and agency that oversees the gaming, liquor, and cannabis industries in Alberta. Alberta is Canada's second largest market for adult-use cannabis products, trailing only the Ontario market. The agreement authorizes AGLC for sale and wholesale distribution. The products will be available for purchase by over 760 licensed private retailers in Alberta.

### ABOUT XEBRA

Xebra is an international 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 with the first ever granted authorization to a corporation by the COFEPRIS. In Canada, Xebra retails its unique Vicious Citrus OG & NEO THC/CBN Lemonades.

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*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, Canada, or elsewhere, including cannabis authorizations from the Mexican Health Regulatory Agency (COFEPRIS); its ability to satisfy the conditions of authorizations granted by COFEPRIS; its ability to successfully apply for, obtain and retain 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, Canada, or elsewhere and related plans and timing; its ability to manufacture, commercialize or sell cannabis-infused beverages, wellness products, or other products in Mexico, Canada, or elsewhere, and its related plans and claims, including market interest and availability; its ability to create wellness products that have a therapeutic effect or benefit; plans for future growth and the direction of the business; 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 MD&A of the Company for the period ended November 30, 2022. 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 retain the authorizations granted by COFEPRIS, the inability 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 potential acquisitions, dispositions or joint ventures 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; the continued growth in global demand for cannabis products and the continued increase in jurisdictions legalizing cannabis; and the timely receipt of regulatory approvals for license applications on terms satisfactory to Xebra. 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. 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.*



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