

# Xebra Brands Announces Strategic Partnership with Vertosa for Mexican Expansion

Vancouver, British Columbia--(Newsfile Corp. - April 10, 2023) - **Xebra Brands Ltd. (CSE: XBRA) (OTCQB: XBRAF) (FSE: 9YC0) ("Xebra")**, a global cannabis company with first-mover advantage in Mexico, is proud to announce the signing of a Memorandum of Understanding (MOU) with Vertosa Inc ("Vertosa"), a science-first cannabis infusion technology company that is recognized for creating the cannabis industry's most effective and reliable active ingredients for infused products. The partnership establishes the framework to manufacture and distribute high-quality cannabis-infused products containing less than 1% THC to the Mexico market.



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Following XEBRA Brand's [recent announcement](#) of being granted the first authorizations from the Mexican COFEPRIS to commercialize, manufacture, distribute and sell cannabis products (under 1% THC) in Mexico, as part of the company's expansion strategy, XEBRA Brands is excited to announce one of the first major partnerships with the world's leading cannabis formulation and nanoemulsion technology company, Vertosa. This partnership will leverage Vertosa's brand portfolio and the technological and operational excellence Vertosa has built as the industry leader in infused product manufacturing, combined with Xebra Brands' expertise across CPG, to develop and deliver safe, effective product formulations and products to the Mexican market.

"XEBRA already has a strong relationship with Vertosa for our beverage business in Canada, one of the world's most regulated markets," said Jay Garnett, CEO of Xebra Brands. "Evolving our relationship into a global partnership allows both teams to work together to launch industry leading formulations and products in the Mexican market over the coming years."

The MOU marks a significant moment for both companies and highlights their dedication to producing high-quality products that provide customers with safe, reliable, and enjoyable cannabis experiences. As the partnership continues to evolve, both companies are confident that their collaborative efforts will drive

growth and development in the cannabis industry.

"Partnering with XEBRA Brands represents a major milestone for Vertosa as we expand our impact in the global cannabis market. We are proud to deepen our partnership and work even closer with a company that shares our commitment to quality and innovation," said Benjamin Larson, CEO of Vertosa. "We look forward to leveraging our technology and portfolio of brand partners to help bring safe and consistent cannabis products to more people around the world."

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*Jay Garnett*  
CEO

## **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.

## **ABOUT VERTOSA**

Founded in 2018, Vertosa is a science-first cannabis company that creates the most effective and reliable active ingredients for infused products. Its patented and patent-pending emulsion systems are carefully designed for the specific needs of each customer, with pre-suspended aqueous solutions that create incredibly homogeneous and stable products while maximizing bioavailability, clarity and taste. Vertosa works closely with its lab partners and brands of all sizes throughout the manufacturing process to achieve target potency and accelerate products to market. Learn more at [www.vertosa.com](http://www.vertosa.com), and connect on [LinkedIn](#) and [Instagram](#).

*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 enter into and execute partnerships or joint venture opportunities on acceptable terms; 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, 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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