

Xebra Signs First Cultivation Agreement in Mexico with Chapingo University

Vancouver, British Columbia--(Newsfile Corp. - June 15, 2023) - **Xebra Brands Ltd. (CSE: XBRA) (OTCQB: XBRAD) (FSE: 9YC0) ("Xebra")**, a cannabis company, is pleased to announce the next step in their joint venture with Chapingo University announced in March, 2023 with a Cultivation Agreement which will focus on the first commercial cultivation of cannabis and hemp with less than 1% THC in Mexico, and the research and development of cannabis cultivars for Mexico.

This agreement signed between Chapingo University (UACH) and Xebra Brands-Desart MX, among other things, is the first of its kind and will develop Cultivation, Research and Development Protocols for legal cannabis cultivation in Mexico.



Xebra's Global President: Rodrigo Gallardo, with key members of Chapingo University

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The first collaborative actions between ChAU and Xebra will include:

- 1) The importation of a wide selection of cannabis seeds
- 2) Cultivating and analyzing the phenological behavior and productivity of industrial hemp flower and fiber under greenhouse conditions
- 3) Assessing the strains that are best suited for different geological regions within Mexico and that help to control pests and the resistance to diseases.
- 4) Producing high cannabinoid yielding sativa L cannabis crops with less than 1% THC both in the fields and in greenhouse environments, controlled by the University of Chapingo.

All intellectual property derivatives from this will be shared between Xebra and Chapingo. All material results of the cultivation (flower, fibers, etc) belong exclusively to Xebra Brands. As a second stage following the success of this project, both organizations plan to set up extraction technologies in Chapingo's laboratories.

In addition to generating a model of technological innovation for the production of cannabis under

protected agriculture conditions (greenhouses) for the central zone of Mexico; it will be possible to propose to the COFEPRIS a model of technological and organizational innovation for the production of hemp in outdoor environments.

Roberto Rendón Medel will be in charge of the project who is the leading researcher at the Center for Economic, Social, and Technological Research on Agribusiness and World Agriculture (CIESTAAM).

"I appreciate the institutional support of Dr. Federico Félix Hahn Schlam, Co-Responsible for the project and research professor in the Department of Irrigation and Rodrigo Valencia of XEBRA Brands. In addition, I thank the General Directorate of Research and Graduate Studies for supervising the project with scientific rigor, as we explore the best possible growing environments for certain cultivars, which will help move this industry forward in Mexico," said Rendón Medel.

Rodrigo Gallardo Valencia, director of Xebra Brands-DesartMX, states, *"It is an unbeatable opportunity, we couldn't be more excited to expand our relationship with Chapingo University, and expand our partnership with this commercial agreement to legally cultivate for the first time in Mexico with the best agricultural experts in the country."*

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 THC/CBN Lemonades.

Jay Garnett
CEO

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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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