

Xebra Brands Ltd Executes Manufacturing Agreement with Restorative Botanicals

Vancouver, BC, Canada, March 26, 2024 - Xebra Brands Ltd. ("Xebra" or the "Company") (XBRA: CSE) (XBRAD: OTCQB) (9YCO: FSE), a cannabis company, is excited to announce the signing of a manufacturing agreement on March 22, 2024 with Restorative Botanicals, a leading provider of premium CBD products. This collaboration marks a significant milestone for Xebra as it enhances its product portfolio with its first Mexican product launch of premium CBD tinctures.

Under the terms of the agreement, Restorative Botanicals will manufacture a bespoke CBD tincture exclusively for the Elements CBD brand, leveraging their expertise in crafting high-quality, cannabinoid-infused products. The CBD tinctures, tailored to meet Xebra's specifications, will offer consumers a premium wellness solution aimed at delivering on consumer needs.

The CBD products will be manufactured in the US, allowing Xebra to import finished products prior to receiving all federally approved confirmations from the COFEPRIS for domestically produced products. Xebra's long-term goal remains to manufacture locally in Mexico, but as consumers and retailers eagerly await domestically produced products, Xebra unlocks another commercial route through their import authorizations to satisfy these consumer needs. Xebra will introduce these Element branded products to prime the retail and commercial pathways in Mexico and lay the foundation for greater expansion and lower cost of production once domestic products are manufactured.

Restorative Botanicals is renowned for its commitment to quality and innovation in the CBD industry. With a focus on natural ingredients and sustainable practices, Restorative Botanicals has earned a reputation for delivering premium CBD products that prioritise consumer well-being.

The bespoke CBD tincture crafted by Restorative Botanicals for Xebra will feature:

- High-quality, broad-spectrum CBD extract sourced from organic hemp
- Meticulously selected botanical ingredients for enhanced efficacy and flavor
- Rigorous testing and quality assurance measures to ensure potency and purity

Rodrigo Gallardo, Interim CEO of Xebra Brands Ltd, commented, "We are excited to partner with Restorative Botanicals to commercialize our unique product offerings ahead of domestic production. This collaboration ignites a commercial pathway to revenue by allowing our team to unlock the Mexican CBD market and start forging partnerships with retailers and commercial outlets."

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Cautionary Note Regarding Forward-Looking Information

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, the ability to obtain necessary approvals in connection with the Debt Settlement; 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 its CBD products, 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, 2023. 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, failure to receive required regulatory approvals for securities offerings, 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.