

## **Xebra Brands Executes First Ever Purchase Order of CBD Products**

**Xebra Brands Ltd. ("Xebra" or the "Company")**

**(CSE:XBRA)(OTCQB:XBRAF)(FSE:9YC0)**, XEBRA, an evolving player in the cannabis industry, is proud to announce the execution of its first purchase order of CBD products from Restorative Botanicals, the preferred U.S. manufacturer for Xebra.

The first product manufactured for Xebra is the 250mg Tangerine Flavor CBD Tincture. The authorization was granted to Elements Bioscience SAPI de C.V, a fully owned subsidiary of Xebra Brands Ltd, by Mexican regulatory authorities (COFEPRIS) for the importation, launch and sale of its 250mg Tangerine Flavor CBD Tincture in Mexico. The first issue of the Federal Authorization marked a significant milestone for Mexico and Xebra and the first manufacturing run of this product marked a significant milestone in the commercial efforts of Xebra.

The 250mg Tangerine Flavor CBD Tincture will initially be utilised in Xebra sample packages sent to retailers as part of the listing process, further solidifying Xebra Brands' commitment to expanding its footprint in the Mexican cannabis market. This initial shipment underscores the strategic partnership between Xebra and Restorative Botanicals, aimed at delivering high-quality CBD products to consumers.

### **Key Highlights:**

**First Shipment of CBD Products:** The initial order of 2,500 units from Restorative Botanicals will be shipped to Xebra Mexico.

**Strategic Partnership:** This purchase order reinforces the collaboration between Xebra Brands and Restorative Botanicals, ensuring the delivery of premium CBD products.

**Retail Listing Process:** The CBD products will be included in packages sent to retailers, marking a crucial step in the listing process and expanding Xebra Brands' market presence.

The first initial order has now been completed, and the relationship between Xebra Brands and Restorative Botanicals is officially in operation.

"This is yet another step on our commercial pathway to recognizing Xebra branded products available to Mexican consumers through a legal framework, unlike many existing products currently available in the market," explained Interim-CEO Rodrigo Gallardo.

Restorative Botanicals, known for its high-quality manufacturing standards, aligns perfectly with Xebra Brands' dedication to excellence. The partnership ensures that Xebra Brands' products meet the highest industry standards, providing consumers with safe and effective CBD solutions.

### **ABOUT XEBRA**

Xebra is a cannabis company focused on the development and sale of cannabis and CBD products in Mexico. Xebra is an absolute first mover in the Mexican cannabis sector, with the first ever granted authorization to a corporation by the COFEPRIS.

ON BEHALF OF THE BOARD:

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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 enter into and execute partnerships or joint venture opportunities on acceptable terms; statements regarding expected benefits of partnerships and supply agreements, 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, 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, the inability to successfully complete financings on terms acceptable to Xebra or at all, 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.*

**SOURCE:** Xebra Brands Ltd