

Xebra Brands Engages Industry Leading CPG Executive to Lead Expansion into Mexico and US

Vancouver, Canada – July 17th, 2024 – Xebra Brands, a leader in the cannabis industry, is pleased to announce the engagement of MPC Co, a prominent consulting group in the cannabis space, led by its founder and principal, Melise Panetta. With over 20 years of experience in the consumer packaged goods (CPG) sector, Melise Panetta is a seasoned executive, having held senior positions at renowned companies such as PepsiCo and SC Johnson. Additionally, Ms. Panetta brings nearly a decade of expertise in the cannabis industry, having consulted for leading global brands such as Keef Colas and HighTimes.

Ms. Panetta brings a wealth of experience as a sales, marketing, and commercial leader, having held senior and executive roles at global companies such as General Mills, PepsiCo, and S.C. Johnson. Her expertise in both the consumer packaged goods (CPG) and cannabis sectors, along with her successful track record with Fortune 100 companies, makes her an invaluable asset to Xebra. She is well-positioned to develop strategic relationships with major Mexican retailers, including Costco, GNC, OXXO, 7-Eleven, Target, Sprouts, and many others that already carry CBD products.

Ms. Panetta will focus on facilitating Xebra Brands' rapid expansion into the Mexican cannabis sector and the US, as well as play a pivotal role in developing a comprehensive marketing, sales, and consumer strategies for the Elements Brand as well as contribute to corporate initiatives designed to reinforce Xebra Brands' standing as a leader in the burgeoning Mexican market.

"We are thrilled to have Ms. Panetta and her team to help grow our Xebra Brands both within Mexico, as well as in North America as we continue to explore exciting growth and strategic opportunities," said Rodrigo Gallardo, interim CEO of Xebra Brands.

About MPC

MPC has consulted for numerous brands in the North American cannabis industry including globally recognized brands such as Keef Colas and HighTimes. MPC led the strategic market entry of Keef Colas, Green Monkey, and a number of other brands into the North American market. Combined with experience leading marketing and sales teams with Fortune 100 CPG companies and a wide variety of global and domestic retailers, MPC is uniquely positioned to cultivate strategic relationships with major US and Mexican retailers and distributors to expedite Elements expansion into the market.

MPC's founder and principal, Melise Panetta, brings extensive expertise in sales, marketing, and commercial leadership within the CPG sector. Having held senior and executive positions at globally recognized companies such as General Mills (NYSE), PepsiCo (Nasdaq), and S.C. Johnson. She holds an Honours Bachelor of Science degree from the University of Western Ontario and an MBA from York University. She has received numerous business awards and recognitions, including multiple Best New Product Awards and the Shopper Innovation Award from Strategy Magazine. Additionally, she serves as strategic advisor to Niagara College's cannabis program as well as lecturer at prominent academic institutions such as McMaster University and Niagara College.

About XEBRA BRANDS

Xebra Brands is a leading cannabis company dedicated to providing high-quality, innovative products to consumers worldwide. Xebra is an absolute first mover in the Mexican cannabis sector and the only company legally allowed to cultivate, manufacture, operate, and sell cannabis (-1% THC) in Mexico.

ON BEHALF OF THE BOARD:

Rodrigo Gallardo

Interim CEO

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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, Ce 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