



Corporate Presentation
June 2025

XBRA : CSE

XBRAF : OTC | 9YC0 : FSE

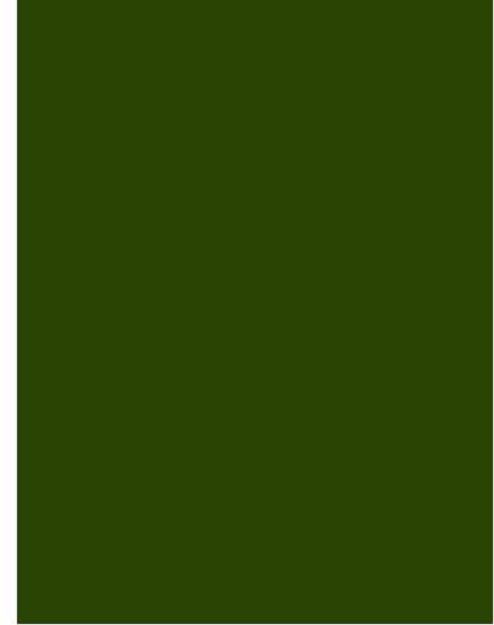
Disclaimers

Certain information contained in this presentation 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 ("XEBRA" or "XEBRA'S") expectations in respect of its ability to successfully execute its business plan or business model; 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; its ability to raise capital and fund its ongoing operations; its ability to successfully apply for and obtain trademarks and other intellectual property in any jurisdiction; its ability to be cost competitive; its ability to cultivate, grow, or process hemp or cannabis in Mexico, Canada, or elsewhere; its ability to manufacture cannabis beverages, wellness products, or other products; its ability to commercialize or sell cannabis beverages, wellness products, or other products, in Mexico, Canada, or elsewhere; its ability to commercialize or to sell Vicious Citrus Lemonade in 2022 or at any time, in any jurisdiction; its ability to commercialize or to sell Elements wellness products in Mexico or in any jurisdiction in 2022 or at any time; its ability to make cannabis beverages that taste good; its ability to create wellness products that have a therapeutic effect or benefit; plans for future growth and the direction of the business; financial projections including expected revenues, gross profits, costs, capital expenditures and EBITDA (which is a non-GAAP financial measure); 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; events or developments that XEBRA expects to take place in the future; and general economic conditions. 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", "projected", 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 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 a potential acquisition 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; and the continued growth in global demand for cannabis products and the continued increase in jurisdictions legalizing cannabis; and the timely receipt of regulatory approval for license applications. 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.



First Mover In Mexico

Xebra has been granted full national authorizations by the Mexican government to Import and acquire seeds, cultivate and harvest, process and produce, distribute and sell cannabis products (-1%THC), positioning it with an outright first-mover advantage in the Mexican CBD market.



A close-up photograph of green cannabis leaves, showing the serrated edges and trichomes, serving as a background for the text.

1

We are the first corporation to receive authorizations from COFEPRIS (Mexican FDA) to import and acquire seeds, cultivate and harvest cannabis, process and product products, products, and commercialize the sale of cannabis in Mexico.

2

Xebra will sign joint venture partnerships and strategic relationships models for each part of the vertical. These partnerships will allow Xebra Brands to unlock the authorizations and commercialize Mexican products on a rapid timeline.

3

Xebra Brands first mover advantage provides a strategic pathway for shareholders and partners to realize the value of these authorizations ahead of any other company looking to commercialize Mexico.

Mexico First Mover

Xebra's Amparo-injunction gives Xebra the first ever authorization in Mexican history to import and acquire seeds, cultivate and harvest process and produce, extract, distribute and sell cannabis products. Along with that unique authorization Xebra through his Mexican subsidiary Elements has been granted 2 authorizations to import CBD products from their Elements Brand.



Xebra's ground-breaking Amparo-injunction, coupled with its focus to deliver JV agreements and partnerships, unlocks both medical and mainstream CBD channel expansion and other non-THC cannabinoids nationally



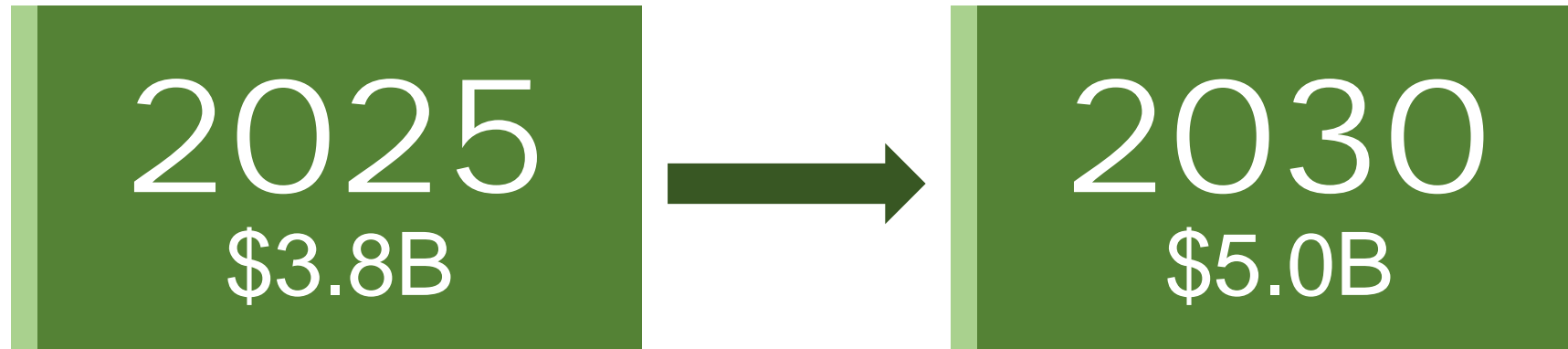
Developing our own exclusive domestic CBD supply will allow cost and time efficiencies throughout the entire supply chain while enabling optionality in manufacturing and creativity in product development to adapt to the evolving consumer trends and needs



Market Opportunity

The Mexican Cannabis/CBD Opportunity

Mexican Recreational Cannabis & CBD market is expected to grow significantly over the next 5+ years.



XEBRA Brand's first mover advantage as the only company granted licenses in Mexico, allows us to align with the strongest partners in the industry to lay the foundation for growth in Cannabis over the next 2 years and capitalize.

According to the Analysis and Forecast of Global Medical Cannabis Markets Report by Export Action Global Inc. & Global Cannabis Partnership, Sponsored by the Canadian Chamber of Commerce



Xebra Phase 1 - Strategy

Execution Pipeline



Vet and Secure Cultivation
Partnership within Mexico



Vet and Secure Manufacturing
Partnerships with existing
facilities to manufacture
domestic products



Secure JV agreements and
partnerships with established
North American LP's/
MSO's/Brands for expansion
into Mexico



Explore Mexican
Partnership/JV's to access
infrastructure, strengthen
Mexican ties, unlock Mexican
domestic commercial ties

Successful Beverage Expertise

Competent replicable category leadership in mature and emerging cannabis markets.

X ebra will now formalize a joint venture with an established agricultural group within Mexico that can operate on large scale cannabis/hemp agricultural operation

A ll required infrastructure will be in place to support to Xebra's cultivation, including security and a 5000 m2 value add processing facility

X ebra's Joint Venture will allow the company to scale our cultivation needs to meet the forecasted demand within the regulations presented in the Amparo

X ebra will also secure a joint venture with a US leader in cannabis/hemp cultivation expertise to support cultivation operations in Mexico



Successful Beverage Expertise

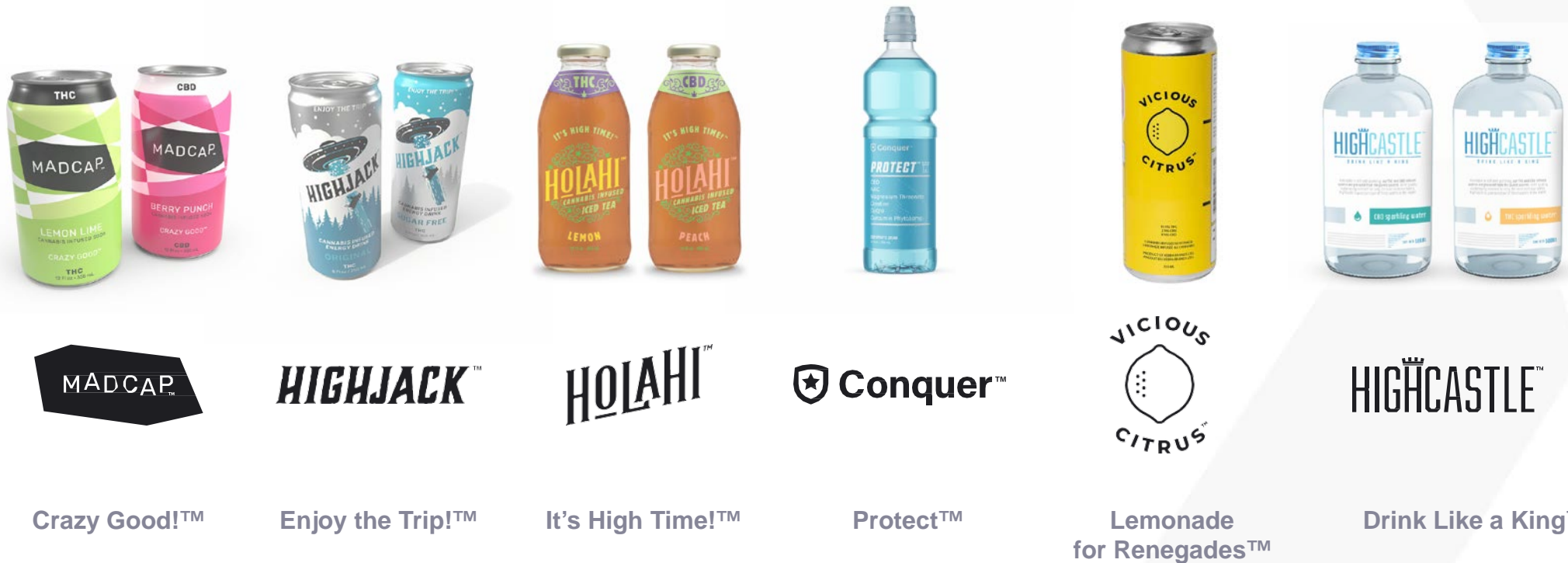
Competent replicable category leadership in mature and emerging cannabis markets.

- The Strategic brand development combined with the tactical launch in Ontario, Alberta, and Saskatchewan will immediately catapult Vicious Citrus to category leadership in Canada's major markets
- Xebra will be able to leverage its operational proficiency and initial brand loyalty from the nationally legalized market in Canada to select mature legal US markets. This proof-of-concept evolution will form the competent and stable supply chain required regulatorily for Mexico
- Our beverage strategy will imprint brand awareness for Mexican consumers, enabling immediate success for our national distribution across Mexico through partner and investor Arca Continental
- Our first mover exclusivity in CBD across Mexico, coupled with our legal market knowledge, will translate to a dominate supply chain and distribution advantage in THC upon legalization



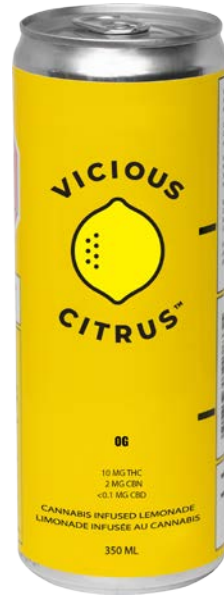
Our Beverage Brands

Our portfolio of cannabis infused and CBD beverages, include seltzers, soft drinks, iced teas, lemonades, and waters are under development or in market.

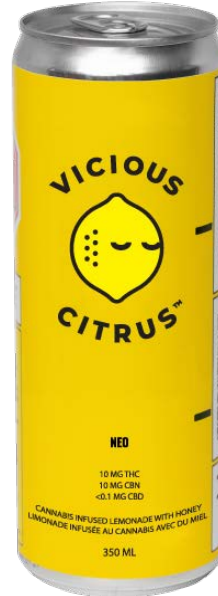


Canadian Beverage Market Brands

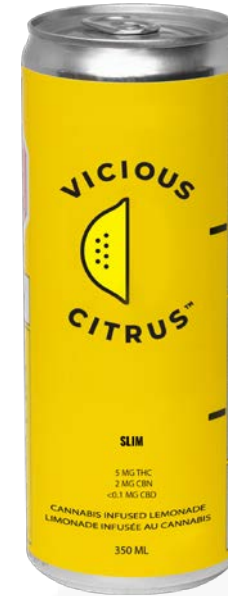
Xebra's Vicious Citrus has entered and expanded within the Canadian Cannabis Beverage Market, currently providing customers with three distinct SKU's. Engaging consumers with variations in taste and Cannabis content available in AB, BC, and ON.



10 MG THC
2 MG CBN
<0.1 MG CBD



10 MG THC
10 MG CBN
<0.1 MG CBD



5 MG THC
2 MG CBN
<0.1 MG CBD

Lemonade for Renegades™

Brand Innovation Aligned to Consumer Interest

Xebra's has developed and trademarked dozens of products across many categories providing a stable of brands and products ready to engage consumers as their interest and taste evolve.

elements[™]
CBD



We plan to sell our Elements CBD wellness products in Mexico and Colombia.

- CBD Warming Spray
- CBD Cooling Spray
- CBD Massage Oil
- CBD Edible Body Lotion
- CBD Lip Balm
- CBD Roll-On
- CBD Intimate Lubricant
- CBD Powder Cream
- CBD Capsules
- CBD Tinctures
- CBD Balm
- CBD Body Cream

Equation for Strategic Success

Brand Loyalty through calculated and deliberate market development.

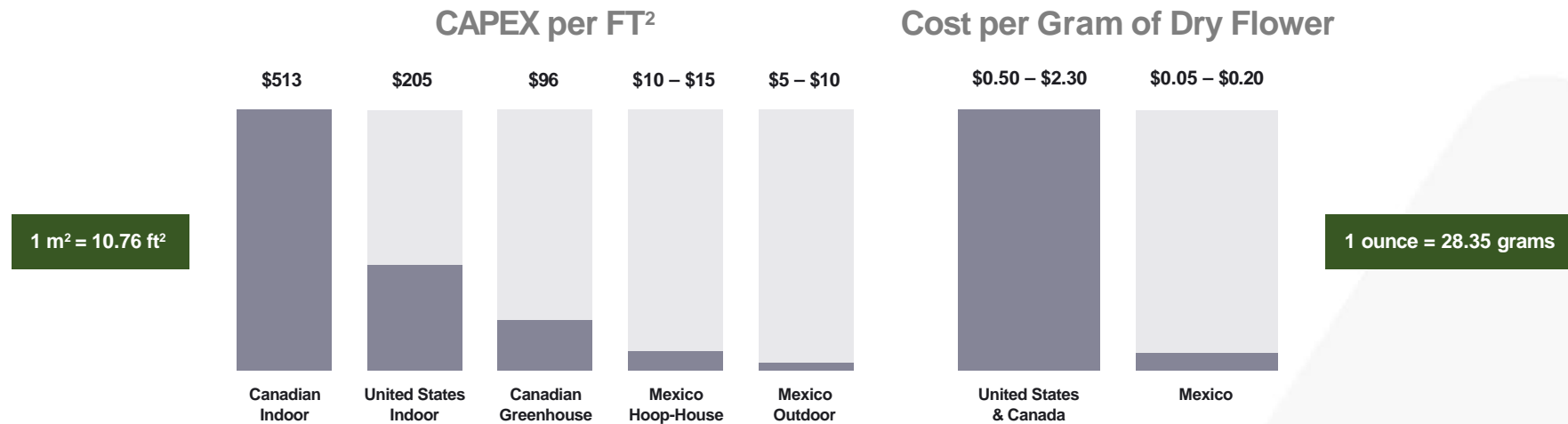
- Elements, in addition to Xebra's beverage brands, will author the initial chapters of what will become dominate CBD wellness brands in Mexico
- Xebra will leverage the lessons learned by the first mover pioneers in the emerging legal markets and gain a second mover advantage, resulting in a Mexican strategy that will be years ahead of all new entrants upon legalization
- From CBD and cannabinoid wellness products to infused beverages, Xebra products will quickly become top of mind in the daily purchase behaviours of Mexican consumers



Our Low Cost Cultivation Strategy

Next immediate step is to capitalize on are favorable strategic advantage that will result in higher ROI and quicker pay back period than any other future competitor in Mexico.

- First mover in Mexico with ability to ramp up quickly:
- Lower cost / Gram production
- Wellness products already developed
- Distribution channels already created



Figures in US\$. Projected financial information, actual results may differ.

Lack of Low Cost Operations of Major Cannabis Companies

Cannabis companies will introduce low cost Latin American operations in order to ensure their long-term survival.

Allied
\$25M*
Chile
Colombia
Mexico
Uruguay

Aurora
\$253M*
Chile
Colombia
Mexico
Uruguay

Auxly
\$13M*
Chile
Colombia
Mexico
Uruguay

Canopy Growth
\$1.0B*
Chile
Colombia
Mexico
Uruguay

Cresco Labs
\$543M*
Chile
Colombia
Mexico
Uruguay

Cronos
\$746M*
Chile
Colombia
Mexico
Uruguay

Curaleaf
\$2.48B*
Chile
Colombia
Mexico
Uruguay

BZAM
\$46M*
Chile
Colombia
Mexico
Uruguay

Hexo
\$63M*
Chile
Colombia
Mexico
Uruguay

Organigram
\$206M*
Chile
Colombia
Mexico
Uruguay

Medicine Man
\$61M*
Chile
Colombia
Mexico
Uruguay

Tilray
\$1.51B*
Chile
Colombia
Mexico
Uruguay

* Market Capitalization in \$US as at March 13, 2022.

Board of Directors and Executive

Rodrigo Gallardo | President, Mexico

Corporate lawyer and business executive. He was vital in the success of a number of Mexican start-up business ventures and has successfully championed the Amparo leadership

Omar Garcia Abrego | CFO

Omar brings a dual CPA in both Mexico and Canada to the team with over 20+ years of public accounting experience.

Keith Dolo | Director, Advisor

Seasoned cannabis executive, actively engaged in founding, funding, and building publicly traded companies for 10 years.

Erick Ponce | Director

Founder and CEO of ICAN. President of Grupo Promotor de la Industria del Cannabis. One of the most respected cannabis personalities in Mexico.

David Macias | Director, Advisor

Entrepreneur of the Mexican energy industry, founder of several hospitality enterprises which include restaurants, hotels and spas.



Use of Proceeds

Mexico Launch Capital	\$700,000
Marketing and IR budget	\$250,000
Mexico Product Development Costs	\$150,000
Mexico JV / Partnership Investment Capital	\$200,000
Corporate Working Capital	\$200,000
Total Initial Investment	\$1,500,000

“Clever Leaves, Canopy, Biomedical and Aurora are keeping a close eye on Mexico.”
– AL JAZEERA





www.xebrands.com

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