

Kona Gold Beverage's Strategic Direction and Shareholder Value

Rockledge, FL., Jan. 30, 2024 -- Kona Gold Beverages, Inc. (OTCPK: KGKG), a dynamic holding company specializing in product development within the better-for-you and functional beverage sector, is excited to share an update from its new management team.

Dear Valued Shareholders,

We're reaching out with significant news from Kona Gold Beverage. We're embarking on a new phase focused on revitalizing our operations and driving tangible value for you, our shareholders.

Commitment to Transparency and Engagement

We are dedicated to maintaining an open line of communication, sharing updates - whether they're strides forward or challenges to overcome. We believe in the power of transparency and consider our shareholders a vital part of our journey. Look forward to receiving timely, detailed updates through our material event press releases, keeping you at the heart of our progress.

Addressing Shareholder Concerns: No Reverse Stock Split in the Immediate Future

We understand the importance of addressing your concerns directly. Regarding the possibility of a reverse stock split (RS), we want to assure you that such a move is not on the immediate agenda. Our focus is on strategies that safeguard shareholder interests and promote sustainable growth. We appreciate your patience and trust as we navigate this journey together.

Strategic Capital Deployment and Product Expansion

We're on a mission to raise capital in a way that preserves shareholder value. Our recent \$5 million credit line is a testament to this commitment. By establishing this non-dilutive credit line, it enables us to launch the eagerly awaited rebranded Kona Gold Energy Drinks and fuel research and development for new beverage products in exciting market segments.

Navigating Prior Investments with Strategic Foresight

According to the company's prior filings, Mast Hill holds a substantial amount of convertible debt. We will schedule a conference call with Mast Hill to gain a deeper understanding of their intentions, keep shareholders fully informed about their holdings, holding periods, and any conversion timelines.

Building a High-Performing Team for Market Success

We're assembling a group of seasoned professionals in sales, in-house marketing, and brand visibility. Our strategy includes outsourcing specific roles and services in order to keep overhead down. Our team will be focused on brand visibility and customer acquisitions.

Your Input Matters: Crafting a Comprehensive Investor Business Plan

Your insights and feedback are invaluable to us and we want to hear from our shareholders. Shareholder feedback is also crucial for us as we develop a comprehensive investor business plan, detailing our roadmap, milestones, and key strategies. This plan is not just a document; it's our commitment to a

robust foundation for future growth. Stay tuned as we keep you informed and involved every step of the way.

Looking Ahead with Confidence

We appreciate your support and partnership as we move forward. Should you have any questions or feedback, we encourage our shareholders to reach out to us.

Warm regards,

The Kona Gold Beverage Team

For more information regarding Kona Gold Beverage, please visit:

<https://konagoldbeverage.com/>

About Kona Gold Beverage, Inc.

Kona Gold Beverage, Inc., a Delaware corporation, operates its wholly-owned subsidiary, Kona Gold LLC. Kona Gold, LLC has developed a premium Hemp-Infused Energy Drink line; please visit its website at www.konagoldhemp.com. Kona Gold is located on the east coast of Florida in Rockledge.

Safe Harbor Statement:

The information posted in this release may contain forward-looking statements within the meaning of the Private Securities Litigation Reform Act of 1995. You can identify these statements by use of the words "may," "will," "should," "plans," "expects," "anticipates," "continue," "estimate," "project," "intend," and similar expressions. The Company may also make written or oral forward-looking statements in its filings with the U.S. Securities and Exchange Commission, in press releases and other written materials, and in oral statements made by its officers, directors or employees to third parties. There can be no assurance that such statements will prove to be accurate. The Company cautions that these forward-looking statements are further qualified by other factors including, but not limited to, those set forth in the Company's Annual Reports on Form 10-K and its other filings with the Securities and Exchange Commission. Forward-looking statements involve risks and uncertainties that could cause actual results to differ materially from those projected or anticipated. These risks and uncertainties include, but are not limited to, general economic and business conditions, effects of continued geopolitical unrest and regional conflicts, competition, changes in technology and methods of marketing, delays in completing various engineering and manufacturing programs, changes in customer order patterns, changes in product mix, continued success in technological advances and delivering technological innovations, shortages in components, production delays due to performance quality issues with outsourced components, and various other factors beyond the Company's control. The Company does not undertake any obligation to update publicly or to revise any statements in this release, whether as a result of new information, future events, or otherwise.

Investor Relations Contact:

844-714-2224

investorrelations@konagoldbeverage.com