



CE Brands Inc. Operational Update October 2021



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Forward-Looking Information

This corporate presentation contains “forward-looking information” within the meaning of Canadian securities legislation. In general, forward-looking information refers to disclosure about future conditions, courses of action, and events, and includes information that is presented as a forecast, plan, or projection. The use of any of the words “anticipates”, “believes”, “expects”, “intends”, “plans”, “will”, “would”, and similar expressions are intended to identify forward-looking information. More particularly and without limitation, this presentation includes forward-looking information with respect to CE Brands Inc.'s (“CE Brands” or the “Company”) including CE Brands’ expectations with respect to product delivery and launch timing, incremental revenue streams and the Company’s intention to raise additional working capital financing in the amount of approximately US\$5 million.

Additionally, this presentation includes forward-looking statements within the meaning of applicable securities laws, including with respect to, among other things, the Company’s expectation that (i) revenues for the three-month period ended September 30, 2021 will be approximately \$1.35-1.45 million, (ii) revenues for the three-month period ending March 31, 2022 will be approximately \$8-\$9 million, and (iii) revenues for the 12 month period ending December 31, 2022 will be approximately \$50 -\$60 million.

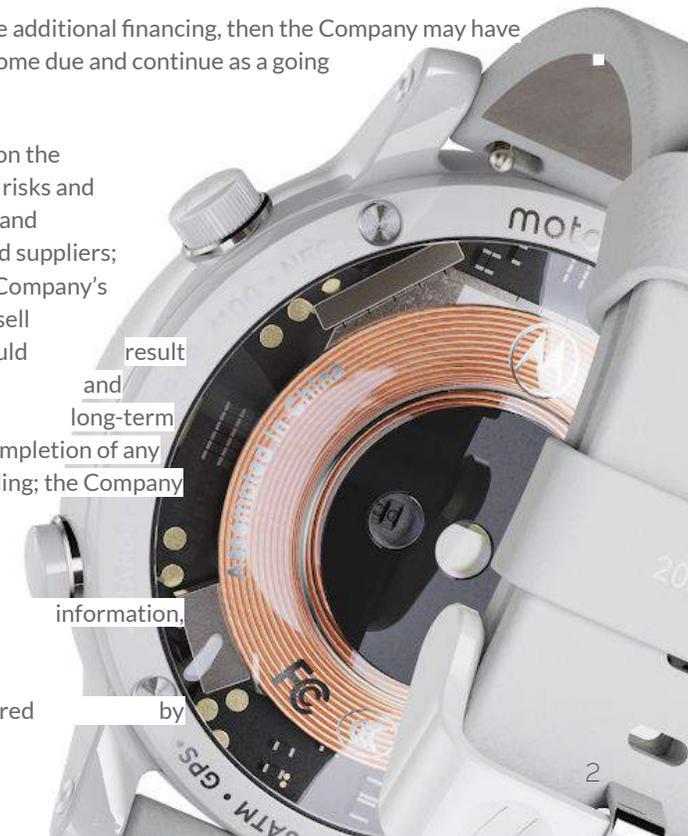
The forward-looking information in this presentation is based on certain key assumptions and expectations made by the Company, including the timing of the resumption of manufacturing operations at the Company’s partner factories in Asia, the Company’s ability to raise additional working capital financing in the amount of approximately US\$5 million, the Company’s ability to meet its financial commitments as they become due, the timing of product shipments and deliveries, forecast sales price and sales volume of the Company’s products and the ability of the Company to secure additional sources of inventory debt funding in 2022.

There can be no assurance that the Company will be able to successfully complete any financing on reasonable terms, in a timely manner or at all. If the Company fails to secure additional financing, then the Company may have insufficient liquidity and capital resources to operate its business resulting in material uncertainty regarding the Company’s ability to meet its financial obligations as they become due and continue as a going concern.

Although CE Brands believes that the expectations and assumptions on which such forward-looking information is based are reasonable, undue reliance should not be placed on the forward-looking information because CE Brands cannot give any assurance that they will prove to be accurate. By its nature, forward-looking information is subject to various risks and uncertainties, which could cause the actual results and expectations to differ materially from the anticipated results or expectations expressed in this presentation. Such risks and uncertainties include, among others, the impact of the evolving Covid-19 pandemic on the Company’s business, operations and sales; reliance on third party manufacturers and suppliers; the Company’s ability to stabilize its business and secure sufficient capital, including the contemplated financing, which may not be completed in a timely manner or at all; the Company’s available liquidity being insufficient to operate its business and meet its financial commitments, which could result in the Company having to refinance or restructure its debt, sell assets or seek to raise additional capital, which may be on unfavorable terms; the inability to implement the Company’s objective and priorities for 2021 and beyond, which could result in financial strain on the Company and continued pressure on the Company’s business; risks associated with developing and launching new products; increased indebtedness and leverage; the fact that historical and projected financial information may not be representative of the Company’s future results; the inability to position the Company for growth; risks associated with issuing new equity including the possible dilution of the Company’s outstanding common shares; the value of existing equity following the completion of any financing transaction; the Company defaulting on its obligations, which could result in the Company having to file for bankruptcy or undertake a restructuring proceeding; the Company being put into a bankruptcy or restructuring proceeding; and the risk factors included in CE Brand's continuous disclosure documents available on www.sedar.com.

Readers are cautioned not to place undue reliance on this forward-looking information, which is given as of the date of this presentation, and to not use such forward-looking information other than for its intended purpose. CE Brands undertakes no obligation to update publicly or revise any forward-looking information, whether as a result of new future events, or otherwise, except as required by applicable securities legislation.

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CE Brands is a direct-to-consumer product company that leverages A.I. to identify gaps in the consumer electronics market.

“We create products consumers ask for, marketed as brands they trust.”

(Ticker CEBI-V)



Commercial Update Since July 1st 2021

Brands



Signed a 6-year contract extension with Kodak, currently expires December 2026



Signed 1-year contract extension with Motorola, currently expires December 2025

Manufacturing



Signed master supply agreement with Shenzhen Aoni Electronic Co., Ltd for outdoor security and doorbell camera

Technology



Signed term sheet agreement with LifeQ, Inc. for Bio Age services, LifeQ brand including revenue sharing on all premium services for LifeQ connected devices



Sales Channel Update Since July 1st 2021

Signed supply agreement or drop ship vendor setup has been completed for:



- Securing brick & mortar retail placement has become a core focus in North America, with significant traction in recent months.
- Drop Ship Vendor (DSV) is a vendor that fulfills orders from a third party and has them ship directly to the customer
- Expect to see our initial full product lines in major retail stores in 2022.



Expanded Products Drive Incremental Revenue Streams

Released, **2020-Q3 2021**



Smartwatch (M360)

Imminent Release, **Q4 2021**



Smartwatch (MW100)

Upcoming Release, **Q1 2022**



Smartwatch (MW200, MW100s)



Air Purifier (AP250)



Intelligent Baby Monitor



Air Purifier (AP550)



Outdoor Security (F882)



Outdoor Security (F1000)



Developing Operational Expertise in Asia

Due to the manufacturing and shipping challenges within the consumer electronics industry the Company has been focusing on onboarding expertise in supply chain, forecasting and operational excellence

2021 October

Gilbert Au - Head of Operations

MBA in Business Administration, Masters in Engineering, Masters of Law.

Fossil Group Inc. - Director of Manufacturing and Automation

Everbright - Senior Manager/Director of Manufacturing & Operations

Bitfury Group Inc - Senior Director of Manufacturing & Supply Chain

2021 September

Angus Lou - Head of Supply Chain Operations

Six Sigma Black Belt, ISO 9000 Auditor, IRCA MBA

Newell Rubbermaid - Supply Chain Project Manager

Operations Director - eServices Group

Beebot Limited - Head of R&D and Logistics



Financial Update and Revised Outlook

- Revenue for the three-month period ended September 30, 2021 is expected to be between \$1.35-\$1.45 million, which is approximately 17%-25% higher than the \$1.15 million in revenue reported in the previous quarter.
- Subject to raising additional working capital financing in the amount of approximately US\$5M, we expect to generate approximately \$8-9 million in revenues for the three-month period ending March 31, 2022, primarily driven by the initial sales of our next two planned product launches, the Kodak Infinio F882 Outdoor Security Monitor and the Motorola Moto Watch 100.¹
- Forecasted revenue for calendar 2022 in the \$50-60 million range.
- In response to production, logistical and supply chain challenges, the company has, among other measures taken, implemented a 50% reduction in corporate salaries for executive management and a 28% reduction for non-executive employees, as well as headcount reductions.
- As at September 30, 2021, the Company has:
 - Cash on hand of approximately \$1.0 million.
 - Finished goods on order valued at approximately \$4.6 million. Sale of finished goods on order are expected to generate revenue in the range of 2-2.5 times the inventory value.
 - Current outstanding debt of approximately \$3.1 million, comprised of:
 - Founder loans in aggregate of \$1.6 million bearing a 4.5% interest rate with staggered maturities occurring before March 2023; and
 - US\$1.25 million drawn on the facility with Choco Up with a maturity in May 2022.

1. Revenue estimates are based on CE Brands successfully sourcing additional working capital of US\$5 million in November 2021.



Executive Officers



Kalvie Legat

CHIEF FINANCIAL OFFICER & CORPORATE SECRETARY

Kalvie brings 15 years of experience in finance and capital markets. Starting out with Canaccord Capital in 2004, his focus has been on corporate finance and institutional sales related to small to mid cap issuers.



Craig Smith

CHAIR, CHIEF EXECUTIVE OFFICER

Craig brings over 25 years of experience in the consumer electronics industry. Having lived and worked in Asia, North America and Europe, Craig has created a network of strong relationships in distribution, contract manufacturing and brand licensing.



W. K. Wong

DIRECTOR, CHIEF PRODUCT OFFICER

W/K brings over 25 years of experience in consumer electronics product development, electrical design and operations with manufacturers such as Philips, Cinatic and Binatone.



Katica Viskovic

CHIEF OPERATIONS OFFICER

Katica brings 10 years of experience in the international supply chain management side of the business. Katica possesses significant hands-on experience in global logistics.



Chris Taylor

VICE PRESIDENT, FINANCE

Chris brings over 10 years experience in financial reporting in a variety of industries. Previously, he was with Jupiter Resources, Bellatrix Exploration, Petrus Resources and KPMG.

Board of Directors



Stephen A Smith, CPA, CA

Stephen is an accomplished executive and board member, with extensive leadership in competitive retail environments, through Loblaw Companies Limited (EVP Finance, CFO) and Cara Operations Limited (co-CEO and CFO).



Jared Wolk, CFA

Jared is the portfolio manager of Vesta Wealth Partners, a leading fund in western Canada. Jared brings decades of private finance experience, and a passion for innovative businesses.



Joanne Hruska, CFA, ICD.D

Joanne is the Capital Markets and ESG Strategist at Integral Wealth Securities and is on the board of Vitreous Glass Inc. (VCI-V). Previously Ms Hruska was an award-winning investment manager with Aston Hill Funds.



Craig Smith
CHIEF EXECUTIVE OFFICER



Tyler Rice, CPA, CA

Tyler is the Founding Partner at Rice & Company LLP, an Accounting Firm focusing on advisory and accounting services to start-ups, high-growth organizations. He also served on the Board and was the President and CEO of Cassiar Gold (GLDC-V)



W. K. Wong
CHIEF PRODUCT OFFICER



Capitalization Table

Issuer	CE Brands Inc. (CEBI-V)
Basic Shares Outstanding	22,713,055
Options	1,337,542
Convertible Notes and Loans	313,277
Warrants	5,852,243
Agents Options	332,531
Total Fully Diluted Shares*	30,548,648

*As of October 19, 2021





Further Contact



Craig Smith
CEO, CE Brands Inc.
csmith@cebrands.ca



Kalvie Legat
CFO, CE Brands Inc..
klegat@cebrands.ca



Rob Knowles
Manager, Investor Relations.
rob.knowles@cebrands.ca

301 - 1321 Blanshard St, Victoria, BC, Canada V8W 0B6
www.cebrands.ca

