



CE Brands Inc.

November 2021

BRANDS



Disclaimer

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 and incremental revenue streams.

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 ending March 31, 2022 will be approximately \$8-\$9 million, and (ii) revenues for the 12 month period ending December 31, 2022 will be approximately \$50-\$60 million.

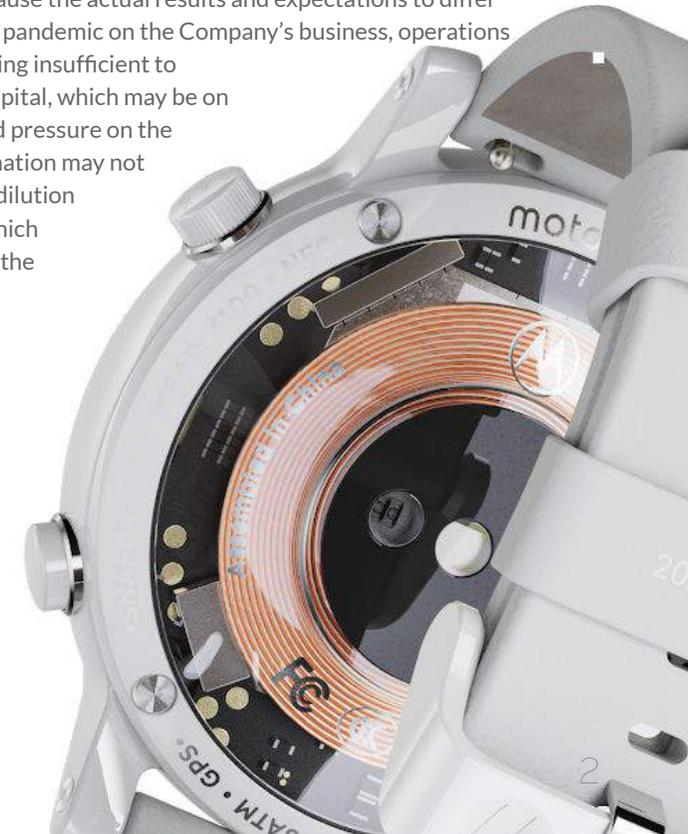
The forward-looking information in this presentation is based on certain key assumptions and expectations made by the Company, including the timing of the resumption of manufacturing operations at the Company’s partner factories in Asia, the Company’s ability to meet its financial commitments as they 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.

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; 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 long-term 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.

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CE Brands (CEBI-V) 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.”



CE Brands Inc. - Companies



CE Brands is the publicly listed parent company that owns and operates eBuyNow, ProductLoop, and PerimeterSafe. CE Brands is responsible for the contracts with Licensing Partners and the organization's strategic direction.



eBuyNow eCommerce Ltd. is a direct-to-consumer product company that leverages A.I. to identify gaps in the consumer electronics market. eBuyNow is the trading organization with global manufacturers, logistics suppliers, distributors, and retailers. Currently, eBuyNow has offices in Canada, Hong Kong, the USA, India, Mexico, the UK, and the Netherlands.



ProductLoop is the proprietary software that drives nearly all product decisions with our manufacturing partners, marketing departments, sales and retailer relationships. ProductLoop is not currently a 'company' within the organization, but a critical division of the organization.



PerimeterSafe is the IoT organization of CE Brands with office locations in Vietnam that manage software, server, App development and validation.



Company History

10 Years of Building Competence in eCommerce, Licensing, Manufacturing, Consumer Sales and Operations

2012

Founded as an eCommerce services provider with an R&D agency working with prestigious Fortune 500 consumer electronics clients such as GE, Skype, Motorola and LG.

2014

Develops ProductLoop, a proprietary artificial intelligence product and market analysis platform for use originally in eBuyNow's R&D agency business.

2018

Business pivots to own the products they design & engineer. Signs Kodak brand license. Launches global direct-to-consumer subsidiaries.

2020

Launching air purification and smartwatch categories using ProductLoop insights.

2013

Builds reputation management software collecting user feedback & helping product managers make smarter decisions.

2017

Spends 5+ years developing Internet-Of-Things products for 3rd parties. Using ProductLoop insights to help 3rd parties create successful products.

2019

Sales of first "Owned" products developed to meet consumer demands. Signs Motorola brand license.

2021+

Positioned to leverage massive amounts of user feedback to select growth CE categories and offer disruptive solutions, increase brand and manufacturing portfolio strategically in growth markets.



ProductLoop is proprietary artificial intelligence software which mines information from millions of product related data points.



LEVERAGING MILLIONS OF UNBIASED REVIEWS

ProductLoop gathers and processes **over 1 million consumer reviews** from 38 sites in 14 countries every day



KEY FINDINGS POWERS BUSINESS

ProductLoop provides essential data

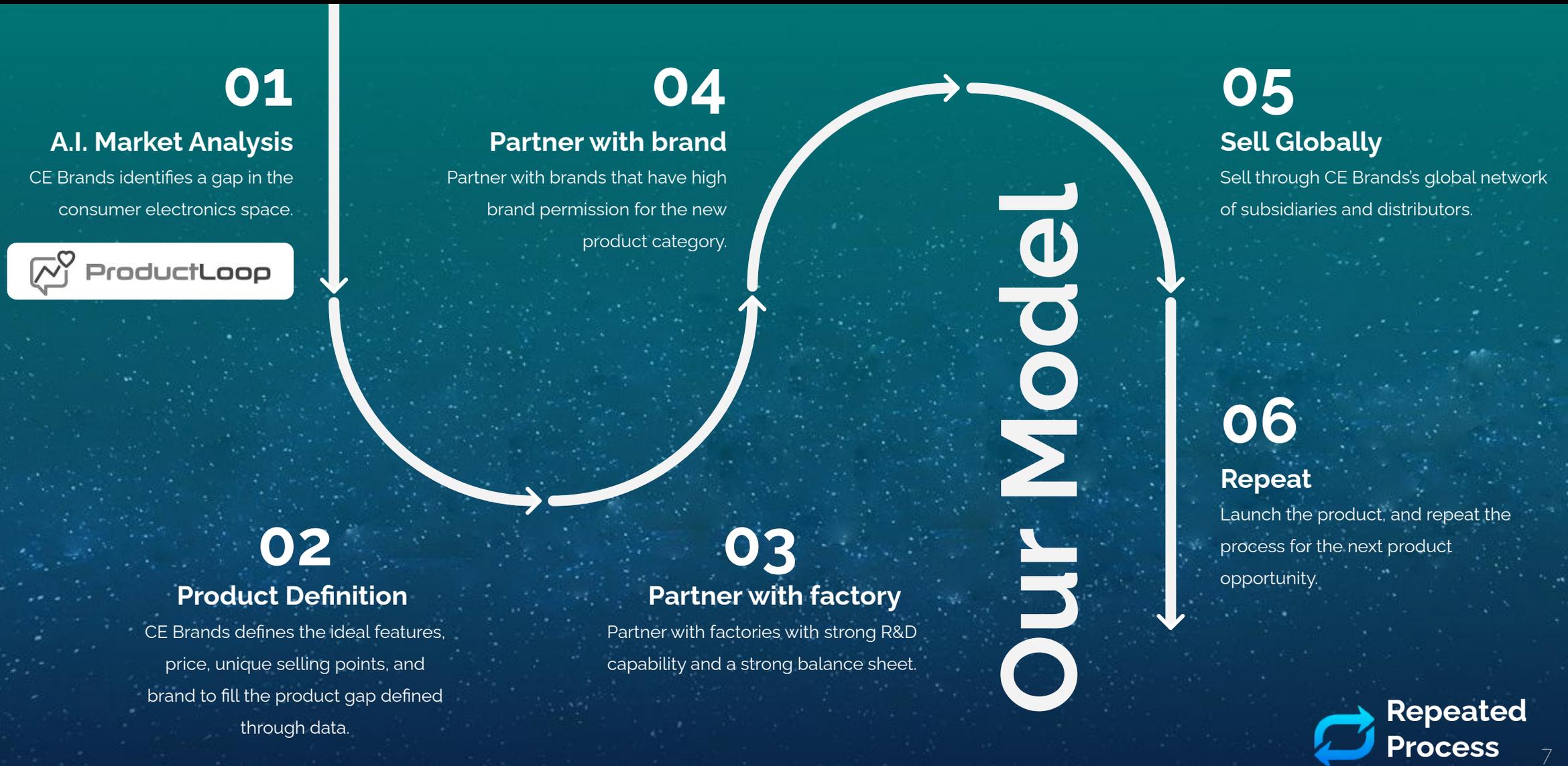
- Fastest growing CE categories
- Top 5 problems to solve
- Brands permission within the category



BETTER DECISIONS WITH REDUCED RISK

Insight and key findings powers the product decision making process and gives a **real time advantage** to **reduce risk and time to market**

The CE Method: Data Driven Products Through Partnership





Recent Commercial Updates

Brands



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



Signed 1-year contract extension with Motorola, expires December 2025
Launched moto watch 100 - designed & priced for first time smartwatch users

Manufacturing



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

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

International Sales & Distribution Capability

CE Brands sells products into 70 countries through direct to consumer sales and retail partner channels





Increasing Market Exposure Through Expanding Sales Channels

- Securing brick & mortar retail placement has become a core focus in North America, with significant traction in recent months.
- Supply agreement refers to traditional sales agreements with retailers where vendor ships to retailer.
- Drop ship vendor is a vendor that fulfills orders from a third party and has them shipped directly to the customer.
- Expect to see our initial product lines in major retail stores in 2022.

New Sales Channel Relationships¹ Added Since July 1, 2021



Existing Sales Channel Relationships



1. Supply agreement or drop ship vendor setup has been completed



Financial Update and Revised Outlook

- Completed private placement on November 12, 2021, including:
 - Debt financing for aggregate committed capital of \$4,000,000 with a potential upside of \$2,000,000
 - Equity financing for aggregate gross proceeds of \$1,400,000
- Updated outlook:
 - Approximately \$8-9 million in revenue for the three-month period ending March 31, 2022, primarily driven by the initial sales of our next two planned product launches, the moto watch 100 and Outdoor Security Cameras
 - Forecasted revenue for calendar 2022 in the \$50-\$60 million range
- In response to current 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 certain headcount reductions



Expanded Product Lines Drive Incremental Revenue Streams

Released, **2020-Q3 2021**



Smartwatch
(*moto 360*)

Imminent Release, **Q4 2021**



Smartwatch
(*moto watch 100*)
announced Nov 16, 2021

Upcoming Release, **Q1 2022**



Smartwatch
(*Mid level*)



Air Purifier
(*Small*)



Intelligent Baby Monitor
(*Kodak C525P*)



Air Purifier
(*Kodak AP550*)



Outdoor Security Cameras



Outdoor Security Video Doorbell



Product Partners

Technology



CE Brands is one of a handful of active Wear OS Licensees.



CE Brands is among the earliest stage companies partnered with Qualcomm for premium wearables. Qualcomm is the American leader in 5G new technology.



TUYA is the world's largest IoT services supplier to manufacturers. CE Brands develops products in collaboration with Tuya.



LifeQ is the world leader in heartbeat analytics. Its select customers include Amazon, Apple, Samsung and CE Brands.

Manufacturing and Distribution



Luxshare ICT is the world's most valuable contract manufacturer, and a Bloomberg's top Asian stock pick. Its select partners include Apple, Amazon, Microsoft, and CE Brands.



Compal is a world leading smartwatch manufacturer. Select partners include Apple, HP, Dell and CE Brands.



Ingram Micro is the world's largest consumer electronics distributor, with world class technology driving the Direct-To-Consumer surge.



Aoni is one of the world's leading manufacturers of wireless cameras and operates its own state-of-the-art factory including sophisticated facilities such as Cloud Service Lab, SMT machines and professional manufacturing workshops.

Brands



Kodak Eastman company experienced the most notable stock market surge of 2020. CE Brands is a proud partner of Kodak, and represents the Kodak Brand in the IoT Smart Home product category.



Motorola was the first company to deliver a Google powered Smart Watch, and is a global top 10 brand in the Smartphone category. CE Brands is a proud partner of Motorola, and represents the Motorola brand in the Smart Watch product category.

Proof Of Our Model



KODAK Smart Home MONITORING SOLUTIONS

Products are designed, engineered, marketed and sold globally by CE Brands' wholly-owned subsidiary eBuyNow eCommerce Ltd. under a trademark license agreement with Kodak.



CE Brands identified range and connectivity as the leading technical cause of negative reviews for baby monitors.



CE Brands identified an underserved market for a baby monitor with smartphone compatibility with a parent viewer bundled as a single offering.

WIRED
#1 Baby Monitor
2019 & 2020



In partnership with a leading baby monitor manufacturer and a leading security manufacturer, **CE Brands has developed one of the most awarded ranges of baby monitors on the planet.**

Proof Of Our Model



Products are designed, engineered, marketed and sold globally by CE Brands' wholly-owned subsidiary eBuyNow eCommerce Ltd. under a trademark license agreement with Motorola.



CE Brands identified that Motorola was the leading Android smartphone brand missing from the smartwatch product category.



CE Brands identified that durability, design and battery were the top 3 mentioned and most influential negative complaints.



In partnership with leading smartwatch industry participants Motorola and Google, **CE Brands has developed one of the most beloved smartwatches on the planet.**

Proof Of Our Model



KODAK Smart Home AIR PURIFIERS



CE Brands identified that filter costs and noise were the two largest complaints in the category.



CE Brands identified that air purifiers capable of removing airborne viruses were rapidly increasing in popularity globally.



Kodak Air Purifiers are certified to kill 99.99% of airborne viruses and bacteria with one reusable LIFETIME filter.



In partnership with a leading air purifier manufacturer, **CE Brands has developed an air purifier certified to kill 99.9% of airborne viruses and bacteria, with an operational cost of ownership 99% lower than the competition.**

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)
Common Shares Outstanding	25,213,054
Options	1,191,000
Convertible Notes and Loans	3,779,944
Warrants <i>(weighted avg. \$4.77)</i>	8,296,773
Total Fully Diluted Shares	38,480,771
Current Share Price ¹	\$0.56
Debt ²	\$7,162,772
EV Basic	\$21,282,082
EV FD ³	\$23,537,218

1. Share price as at November 15, 2022

2. Debt includes Convertible Notes, Founders loans and future receivables purchase contract

3. Fully diluted enterprise value assumes future conversion of convertible debt and founders loans into Common Shares





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