



BRANDS

CE Brands Inc.

June 24, 2022



Forward-Looking Information

This corporate presentation contains “forward-looking information” within the meaning of applicable Canadian securities laws. 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, including information about prospective financial performance or outlook. 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, including our expectations around product lines in major retail stores in 2022.

The forward-looking information is based on certain key expectations and assumptions, including the continuance of manufacturing operations at the Company’s partner factories in Asia, the timing of product launches, shipments and deliveries, forecast sales price and sales volumes of the Company’s products and the ability of the Company to secure additional sources of financing in 2022. There can be no assurance that the Company will be able to secure additional financing in the future and/or access funding under the Choco Facility and/or the Vesta Facility on the terms contemplated, in a timely manner or at all. If the Company fails to secure additional financing and/or access funding under the Choco Facility and/or the Vesta Facility, 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 it 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, without limitation: the risks described in the “Other Risk Factors” section of the MD&A; 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 funding under the Choco Facility and/or the Vesta Facility, which may not be available in a timely manner or at all; the inability of the Company to enter into a Definitive Kang-Shuo Agreement; 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, if available at all; the inability to implement the Company’s objectives and priorities for 2022 and beyond, which could result in financial strain on the Company and continued pressure on the Company’s business; the Company’s expectations with respect to anticipated revenue growth in fiscal 2023; anticipated product launches and commercial partnerships; 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 other continuous disclosure documents available on SEDAR at www.sedar.com.

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BRANDS

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.”

(CEBI-V)



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. eBuyNow has offices in Canada, Hong Kong, the USA, India, Mexico, the UK, and the Netherlands.



ProductLoop a critical division of the organization which manages the proprietary software that drives nearly all product decisions with our manufacturing partners, marketing departments, sales and retailer relationships.



PerimeterSafe Holdings Ltd. is the IoT organization of CE Brands that manage software, server, App development and validation. PerimeterSafe is located in Vietnam.

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

Public Listing via RTO in June 2021. Begin trading on TSX-Venture Exchange under symbol (CEBI)

2022+

Positioned to leverage ProductLoop to select new categories, offer disruptive solutions and increase brand and manufacturing portfolio presence in strategic 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



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

Online Retail



We have established direct vendor agreements with large multinational retailers that provide an extensive for global distribution for new product launches.



Strategic Retail



OnAir Launch of New Products

- Agreement to exclusively premier certain CE Brands products.
- HSN has market reach in up to 100 million US households



BestBuy Canada

- Future in store product placement in Best Buy Canada
- Best Buy Canada has approximately 130 locations





Key Commercial Relationships

Brands



Signed a 6-year contract extension with Kodak, expires December 2026
Launched Kodak Infinio F882 Outdoor Security Camera (*January 2022*)



motorola
a lenovo company

Signed 1-year contract extension with Motorola, expires December 2025
Launched moto watch 100 (*November 2021*)

Manufacturing & Distribution



Signed master supply agreement with Shenzhen Aoni Electronic Co., Ltd. one of the world's leading manufacturers of wireless cameras The Shenzhen factory will initially be utilized to advance production of the additional Smart Home video security product lines.

Technology

LifeQ®

Signed term sheet agreement with LifeQ, Inc. for Bio Age services, LifeQ brand including revenue sharing on all premium services for LifeQ connected devices. CE Brands together with a number of leading biometric, sports, senior wellness and research companies are working towards releasing the BIOS operating system with a range of hardware products.

Financial Update and Outlook

- Completed FY 2022 with Revenue of CA\$6.9 million compared to CA\$9.3 million in FY 2021.
- Q4 2022 revenue of CA\$2.9 million is the fourth consecutive quarter of increasing revenues and represents total revenue growth of approximately 100% over Q3 2022 and as compared to total revenue of \$1.3 million in Q4 2021.
- Secured approximately CA\$3.8 million in funding for current manufacturing orders and general working capital purposes.
 - Closed CA\$1.0 million private placement of senior secured convertible notes on May 25, 2022
 - Secured an additional up to US\$2.25 million of non-dilutive funding through its existing credit facility with Choco-Up on May 24, 2022
 - Initial tranche of US\$1.25 million future receivables commitment has been drawn
 - Two subsequent tranches of US\$500,00 each available prior to August 31, 2022 and October 31, 2022 respectively
- Signed binding term sheet for a senior secured loan facility with the Vesta Global Stability Fund in the maximum amount of US\$2.0 million on June 22, 2022 to provide additional working capital, if needed.
 - Loan amount is available to be drawn in 3 tranches: US\$0.5 million on July 1, 2022 and August 1, 2022 and US\$1.0 million on October 1, 2022.
- Upcoming Product Launches:
 - The Company currently anticipates launching an additional three smartwatches in the second half of 2022.



Expanded Product Lines Drive Incremental Revenue Streams

Released 2020-Q3 2021



Smartwatch
(moto 360)
Month 2021

Recent Releases Q4 2021 / Q1 2022



Smartwatch
(moto watch 100)
November 2021

Upcoming Releases 2H 2022



3 x Smartwatches



Intelligent Baby Monitors
(Kodak Cherish Series)
January 2019



Air Purifier
(Kodak Infinio AP550)
Month 2021



Outdoor Security Cameras
(Kodak Infinio F882)
January, 2022

Product Partners

Technology



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



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



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.



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.



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.

Brands



Kodak Eastman Company is a global technology company that provides industry-leading products and services for commercial print, packaging, publishing, manufacturing and entertainment. 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.

Our Model At Work



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.



Moto360



moto watch 100

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

Our Model At Work



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



KODAK Cherish Series



*KODAK Infinio F882
Outdoor Security Camera*

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.**

Our Model At Work



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

WK 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

Corporate Overview

| Corporate Summary | |
|---|-----------|
| Ticker | CEBI - V |
| Share Price ¹ | \$0.175 |
| Market Capitalization (Basic) | \$4.4 MM |
| Debt ² | \$8.0 MM |
| Enterprise Value (Basic) | \$12.4 MM |
| Enterprise Value (Fully Diluted) ³ | \$14.7 MM |

| Consolidated Capitalization ⁴ | |
|--|------------|
| Common Shares Outstanding | 25,260,554 |
| Options | 1,805,709 |
| Convertible Notes and Loans | 3,646,611 |
| Warrants | 7,547,680 |
| Total Fully Diluted Shares | 38,260,554 |

1. Share Price and Market Capitalization as at June 22, 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

4. Debt, Common Shares, Options and Warrants outstanding as of June 22, 2022, 2022





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