



Investor Presentation

November 2023

A preliminary prospectus containing important information relating to the securities described in this investor presentation has been filed with securities commissions or similar authorities in each of the provinces of Canada, except Québec. The preliminary prospectus is still subject to completion or amendment. Copies of the preliminary prospectus may be obtained from [insert name and contact information for Integral]. There will not be any sale or any acceptance of an offer to buy the securities until a receipt for the final prospectus has been issued. This investor presentation does not provide full disclosure of all material facts relating to the securities. Investors should read the preliminary prospectus, the final prospectus, and any amendment for disclosure of those facts, especially risk factors relating to the securities before making an investment decision.

Disclaimer

Forward-Looking Information

This investor 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 2023 and 2024.

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 2023 and 2024. 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 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 presentation 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.sedarplus.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 information, future events, or otherwise, except as required by applicable securities law.

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This investor presentation is not, and under no circumstances is to be construed to be, a prospectus, offering memorandum, or other disclosure document that was prepared by CE Brands for delivery to, and review by, an investor in order to assist it to make an investment decision about any security of CE Brands. The information contained in this investor presentation is not intended to constitute legal, accounting, or tax advice. No securities regulatory authority has expressed an opinion about this investor presentation and it is an offence to claim otherwise. No security of CE Brands has been registered under the U.S. Securities Act of 1933, as amended, and no security of CE Brands may be offered or sold in the U.S. without such registration, or compliance with the requirements of an exemption from registration and all applicable state securities laws.



CE Brands is a data driven consumer electronics company.

We develop wearables that transform the way people connect, and improve their health.

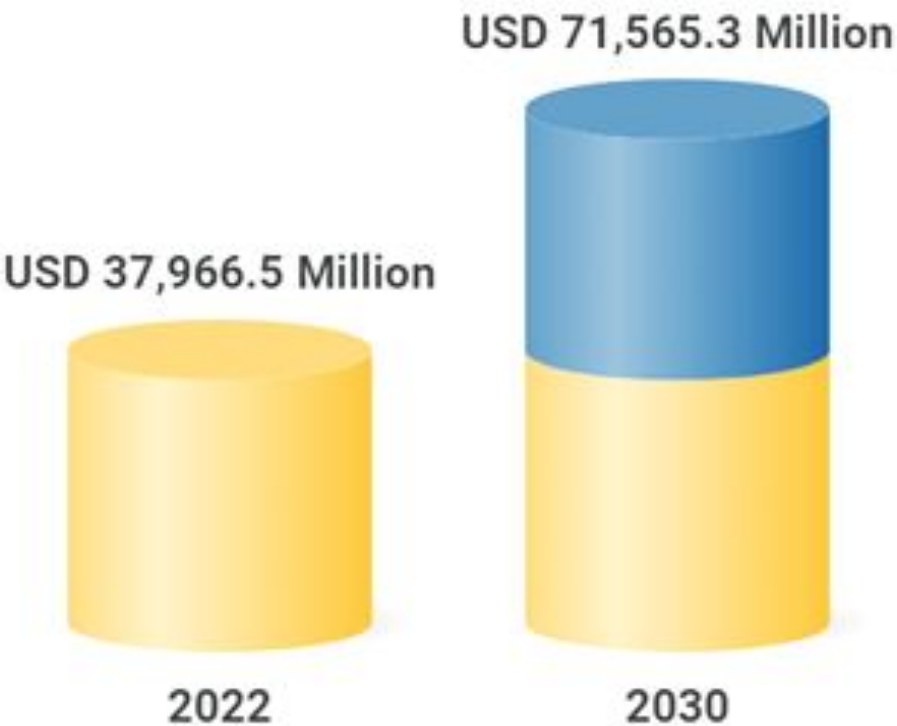
Currently a **\$44 Billion** US Dollars revenue market

Growing to **\$62 Billion** over the following 4 years

- Largest growing Consumer Electronics Category
- Largest market growing segment is <\$150 USD price point and has no branded market leader.
- 30% is apple branded, 40% is premium branded, 30% is emerging brands

Global Smartwatch Market

Market forecast to grow at a CAGR of 8.20%



Motorola Smartwatches

CE Brands continues with the Motorola Smartwatch Brand License

Company **Motorola** Vitalist Overview People

MOTOROLA KEY POINTS

1. Brand license agreement for Motorola Wearable products
2. With recent strategy changes, we get COGS from \$60 to \$28 for same offering.
3. Now producing \$50 - \$150 Motorola Wearables
4. Motorola is the largest cellphone brand without an in-house wearable offering.
5. CE Brands has the relationships with retailers & distributors for global reach.



Motorola sells **11,000,000**
handsets per quarter

Brand Credibility

Affordability

Innovative

12% Of the Android
Market in NA

5% Of the total market
share in NA

#3 Handset brand in USA

Significant Investment into Smartwatch Software Experience

Competitive Smartwatch Software

has been developed in-house, and is competitive with Fitbit, Garmin, Strava, and Apple for comprehensiveness of features and quality of user experience

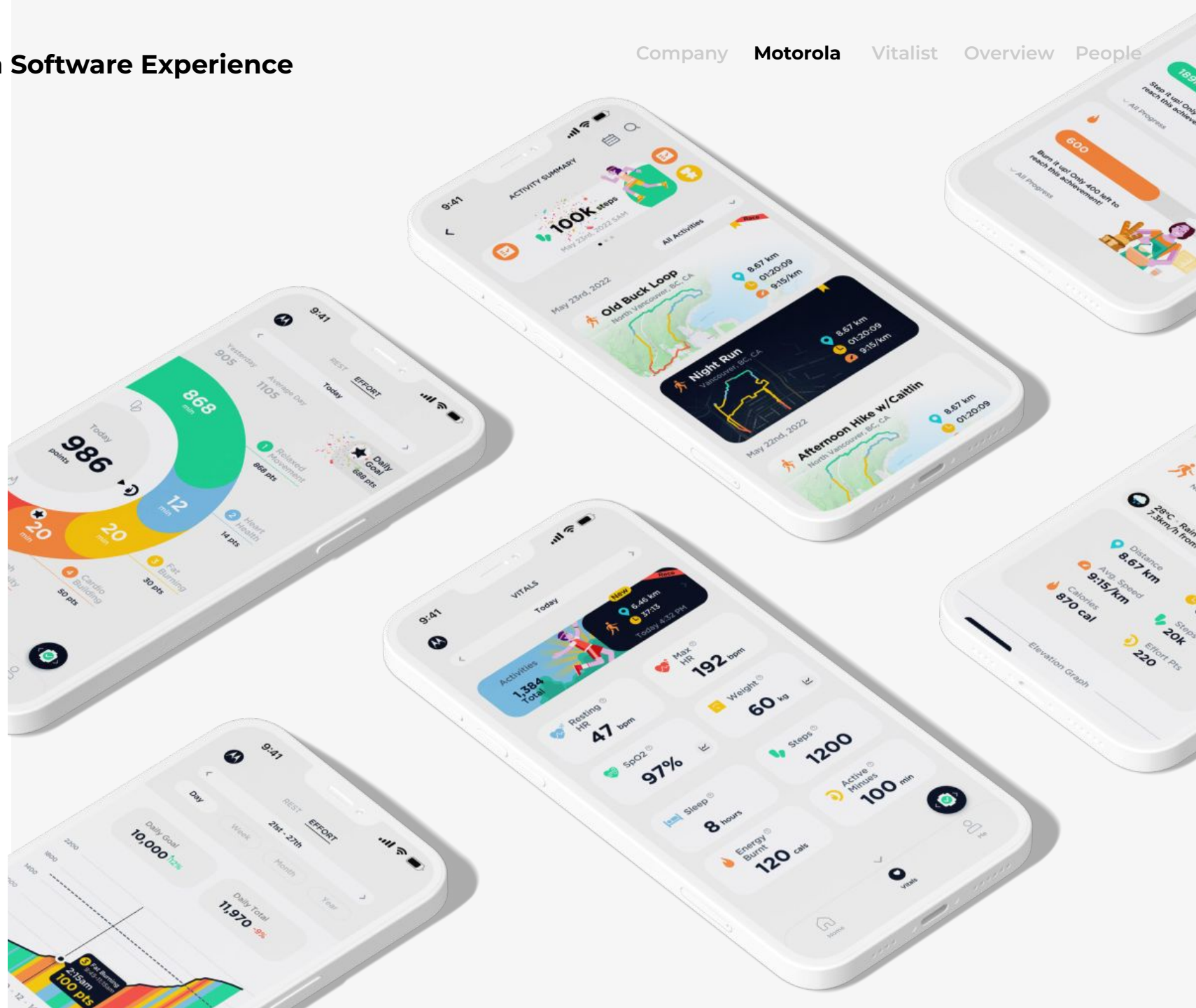
24/7 Continuous Background Heart Monitoring

Vital Tracking & Comparisons.
Group & Family Competitions

Effort & Rest Tracking and Trends.

Integration with Biometric Testing and Ecosystem Partners.

moto watch





Every Beat. Every Biomarker.

**The Complete Health Ecosystem
to take control of your health.**

Dive deep into your daily health metrics with biomarker insights for a holistic view of your wellness.

VITALIST KEY POINTS

1. **Vitalist Connected Health**

Offers advanced personal health tracking.

2. **Key Features**

Provides detailed analysis of 17 vital biomarkers quarterly, along with daily health insights from a high-tech Smartwatch.

3. **Target Audience**

Empowers individuals for illness prevention, chronic condition management, athletic enhancement, and holistic health understanding.

Horizon Series (HR1)

Biometric & Biomarker Tracking in a single solution



17 Biomarkers - At Home Testing

Biomarker testing provided by 3rd Party testing labs.



Inflammation

Ferritin , hs-CRP, Homocysteine, Vitamin D



Metabolic Fitness

HbA1c, Insulin, LDL, TC:HDL, TG:HDL, Vitamin D



Hormonal & Nutritional Balance

Cortisol, DHEA, Estradiol (female only), Ferritin, Folate, Homocysteine, Testosterone (male only), Testosterone: Cortisol, Vitamin D



Cardiovascular Health

ApoA1, ApoB, ApoB: ApoA1 (ratio), HDL, LDL, TC:HDL, TG:HDL, Total Cholesterol, Triglycerides

Engage Smart Ring



Premium titanium and electroplated fit and finish

Distraction free health and fitness tracking

Continuous heart rate, heart rate variability, SpO2 and
body temperature monitoring

3+ Days battery life

Assisted GPS

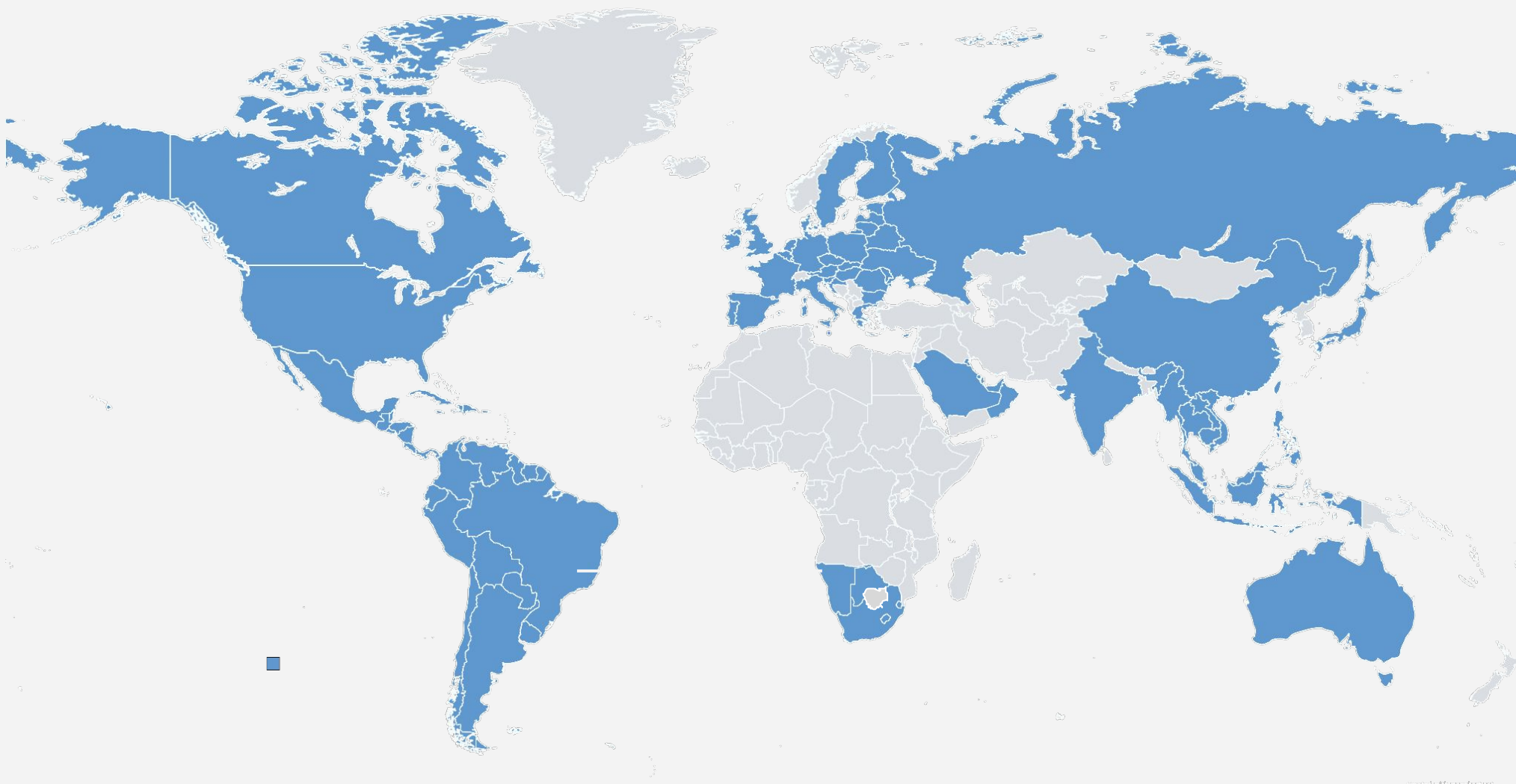
Vitals sharing

Google Fit & Strava integration

Sales & Distribution Capability Continue after Restructuring

[Company](#) [Motorola](#) [Vitalist](#) [Overview](#) [People](#)

CE Brands has sold products into **59 countries worldwide** through direct to distributors and retail partner channels



	Outstanding as at November 30, 2023 ⁽¹⁾
Common Shares Outstanding	44,726,503
Options	44,350
Warrants	259,563
Total Fully Diluted Shares	45,030,416

Corporate Summary	
Ticker	CEBI - V
Issue Price	n/a

- 1. All the above figures are as of November 30, 2023 and give effect to the 10:1 share consolidation approved at the Special Meeting of Shareholders on December 4, 2023. Actual figures may differ due to rounding.
- 2. This slides contains future oriented financial information, please refer to the disclaimer provided on slides 2 and 3





David Colleran
CHIEF FINANCIAL OFFICER

Mr. Colleran joined CE Brands with over 14 years of experience in financial reporting, audit, planning, and accounting operations. He is a CPA from Ernst and Young, and is experienced in building publicly listed, branded, consumer packaged goods and technology companies. David is passionate about developing and scaling small to mid sized businesses.



Kalvie Legat
**INTERIM CHIEF EXECUTIVE
OFFICER AND DIRECTOR**

Kalvie brings over 18 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.



Sean Croft
CHIEF PRODUCT OFFICER

Sean Croft brings over 10 years of product and software experience in the consumer and healthcare industries. Since starting his career in computer systems as a software developer, Sean has passionately created and led teams to build products used by users on a global scale.



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.



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)



Kalvie Legat
**INTERIM CEO AND
DIRECTOR**

Kalvie brings over 18 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.

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Thank You

Vitalist Biomarker Test

Inflammation

- Ferritin
- hs-CRP
- Homocysteine
- Vitamin D

Metabolic fitness

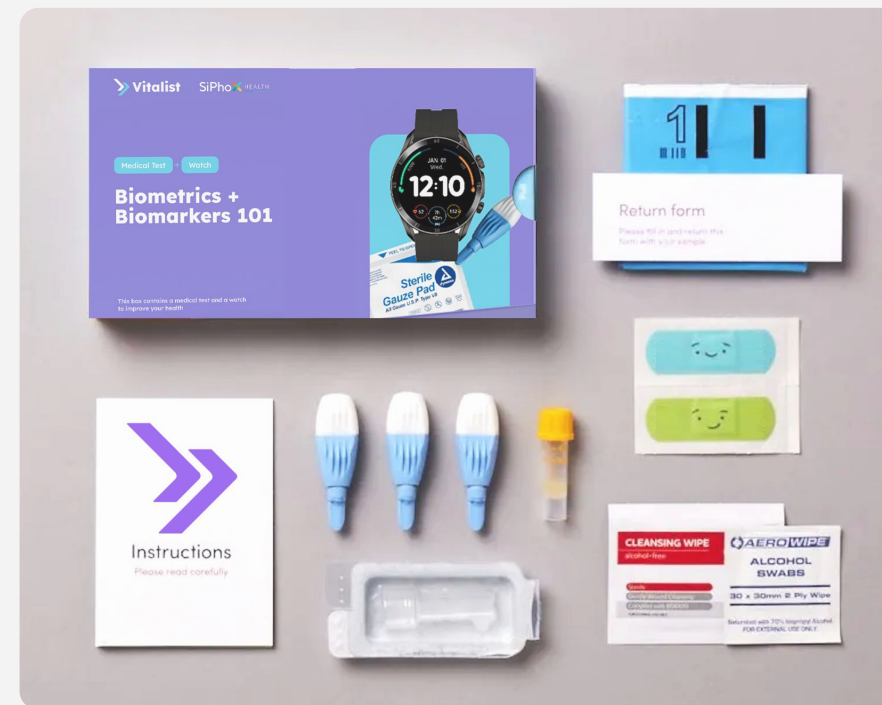
- HbA1c
- Insulin
- LDL
- TC:HDL
- TG:HDL
- Vitamin D

Hormonal & Nutritional Balance

- Cortisol
- DHEA
- Estradiol (female only)
- Ferritin
- Folate
- Homocysteine
- Testosterone (male only)
- Testosterone:Cortisol
- Vitamin D

Cardiovascular Health

- ApoA1
- ApoB
- ApoB:ApoA1 (ratio)
- HDL
- LDL
- TC:HDL
- TG:HDL
- Total Cholesterol
- Triglycerides



Vitalist Biometric Hardware



