



March 7, 2024

To: Alberta Securities Commission (as Principal Regulator)
British Columbia Securities Commission
Financial and Consumer Affairs Authority of Saskatchewan
The Manitoba Securities Commission
Ontario Securities Commission
Nova Scotia Securities Commission
Financial and Consumer Services Division, Prince Edward Island
Office of the Superintendent of Securities Service Newfoundland & Labrador
Financial and Consumer Services Commission, New Brunswick

Dear Sirs/Mesdames:

Re: Notice Regarding Change of Auditor

Pursuant to section 4.11 of National Instrument 51-102 Continuous Disclosure Requirements ("**NI 51-102**"), CE Brands Inc. (the "**Corporation**") hereby provides notice of the following:

- Effective on February 14, 2024, KPMG LLP of Calgary, Alberta, resigned as auditor of the Corporation.
- The resignation of KPMG LLP was accepted by the Audit Committee and Board of Directors of the Corporation.
- There have been no modified opinions expressed in KPMG LLP's auditor's reports on the Corporation's financial statements relating to the "relevant period", as such term is defined in NI 51-102.
- The Management of the Corporation is of the opinion that there were no "reportable events", as defined by 51-102.

CE BRANDS INC.

Per: (signed) "David Colleran"

David Colleran
Chief Financial Officer