

CE Brands Announces Stock Option Grants

CALGARY, Alberta, August 2, 2024 -- CE Brands Inc. (TSXV: CEBI; CEBI.WT) (“**CE Brands**”, “**we**”, “**our**”, or the “**Company**”), a data-driven consumer-electronics company, is pleased to announce that the Company’s board of directors has approved the grant of stock options (the “**Options**”) exercisable for a total of 4,425,000 common shares, including 2,575,000 Options granted to officers and directors of the Company. All Options were granted pursuant to the Company’s amended and restated 2022 stock option plan and are subject to the terms of the applicable grant agreements and the requirements of the TSX Venture Exchange.

The Options were granted with an exercise price of \$0.20, vest on August 1, 2025, and expire 48 months after the options vest.

This press release shall not constitute an offer to sell or the solicitation of an offer to buy securities of the Company in the United States nor shall there be any sale of securities of the Company in any jurisdiction in which such offer, solicitation or sale would be unlawful. The securities described herein have not been, and will not be, registered under the United States Securities Act of 1933, as amended, or the securities laws of any state of the United States. Accordingly, any of the securities described herein may not be offered or sold in the United States or to U.S. persons unless an exemption from registration is available.

Neither the TSX Venture Exchange nor its Regulation Services Provider (as that term is defined in the policies of the TSX Venture Exchange) accepts responsibility for the adequacy or accuracy of this release.

For more information, please visit www.cebrands.ca.

To be added to the CE Brands’ distribution list please register at:
<https://www.cebrands.ca/investors>

About CE Brands

CE Brands Inc. develops products with leading manufacturers and iconic brand licensors by utilizing proprietary data that identifies key market opportunities.

Further Information

For further information about CE Brands or its principal operating subsidiary, CE Brands International Inc., please contact:

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