

CE Brands Reports on Voting Results from the 2024 Annual and Special Meeting of Shareholders.

Calgary, Alberta, Canada – October 31, 2024 – CE Brands Inc. (TSXV: CEBI)(the "**Corporation**"), a data-driven consumer-electronics company, is pleased to announce the results of the Corporation's Annual and Special Meeting of Shareholders held October 31, 2024 (the "**Meeting**"). Each of the matters voted upon at the Meeting was approved and is discussed in detail in the Company's management information circular dated September 23, 2024 (the "**Circular**"), which can be found on the Corporation's website at www.cebrands.co/investors or under the Corporation's profile on SEDAR+ at www.sedarplus.ca.

The total number of votes cast by shareholders in person or by proxy at the Meeting was 38,514,614 votes (including votes cast in respect of proxies received following the proxy cutoff time, which the Company determined to waive to permit additional votes cast by shareholders to be included in the voting results). The voting results in relation to the election of directors, were as follows:

Director	Number of Votes Cast	
	Votes For	Votes Withheld
Joanne Hruska	38,514,613	1
Hugh Tyler Rice	38,504,430	10,184
Jared Wolk	38,494,417	20,197
Kalvie Legat	38,504,530	10,084

Each of the other matters put forward before shareholders for consideration and approval at the Meeting, as described in the Circular, was duly approved by the requisite number of votes.

The Company has filed a report of voting results on all resolutions voted on at the Meeting under its profile on SEDAR+ at www.sedarplus.ca.

About CE Brands

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

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Further Information

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