A preliminary prospectus containing important information relating to the securities described in this presentation has been filed with the securities regulatory authorities in certain of the provinces of Canada. A copy of the preliminary prospectus, and any amendment, is required to be delivered with this presentation. The preliminary prospectus is still subject to completion. 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 presentation does not provide full disclosure of all material facts relating to the securities offered. Investors should read the preliminary prospectus, the final prospectus, and any amendment for disclosure of those facts, especially risk factors relating to the securities offered, before making an investment decision.

No securities regulatory authority has expressed an opinion about these securities and it is an offence to claim otherwise. This prospectus constitutes a public offering of these securities only in those jurisdictions where they may be lawfully offered for sale and therein only by Persons permitted to sell such securities. The securities offered under this prospectus have not been and will not be registered under the United States Securities Act of 1933, as amended (the "U.S. Securities Act"), or any state securities laws. Accordingly, the securities offered hereby may not be offered or sold in the United States or to U.S. persons (as such terms are defined in Regulation S under the U.S. Securities Act) unless registered under the U.S. Securities Act and applicable state securities laws or an exemption from such registration is available. This prospectus does not constitute an offer to sell or a solicitation of an offer to buy any of the securities offered hereby within the United States. See “Information about the Offering – Plan of Distribution”. 
General

Capitalized terms that are used, but not defined, in this presentation have the meanings given to them in the preliminary prospectus. This presentation is qualified in its entirety by reference to, and must be read in conjunction with, the information contained in the preliminary prospectus. Prospective investors should rely only on the information contained in the preliminary prospectus.

The information contained in this presentation does not purport to be all inclusive or to contain all information that a prospective investor may require. Prospective investors are encouraged to conduct their own analyses and reviews of CE Brands and eBuyNow and of the information contained in this presentation. Without limitation, prospective investors should consider the advice of their financial, legal, accounting, tax and other advisors and such other factors that they consider appropriate in investigating and analyzing CE Brands and eBuyNow. A preliminary prospectus containing important information relating to the securities described in this presentation has been filed with the securities regulatory authorities. A copy of the prospectus, and any amendments, is required to be delivered with this document. Copies of the prospectus may be obtained from Integral Wealth Securities Limited. 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 document does not provide full disclosure of all material facts relating to the securities offered. Investors should read the final prospectus and any amendment, for disclosure of those facts, especially risk factors relating to the securities offered, before making an investment decision.

Neither CE Brands Inc. (“CE Brands”) nor eBuyNow eCommerce Ltd. (“eBuyNow”) has authorized anyone to provide investors with additional or different information. Any information demonstrating eBuyNow’s historical performance in this presentation is intended only to illustrate past performance and are not necessarily indicative of future performance. The information contained in this presentation is accurate only as of the date of this presentation or the date indicated, regardless of the time of delivery of the preliminary prospectus or of any sale of the Subscription Receipts. No Securities Regulatory Authority has expressed an opinion about the Subscription Receipts, Units, Resulting Issuer Shares, or Resulting Issuer Warrants, and it is an offence to claim otherwise. The preliminary prospectus constitutes a public offering of Securities only in those jurisdictions where they may be lawfully offered and sold and in those jurisdictions only by persons permitted to sell such Securities. All references in this presentation to dollars or “$” are to Canadian dollars unless otherwise specified.

Forward-Looking Information

This presentation contains forward-looking information within the meaning of Securities Laws. In general, forward-looking information refers to disclosure about future conditions and events and includes future-oriented financial information concerning prospective financial performance, financial position, or cash flows that is presented as a forecast or projection. More particularly and without limitation, this presentation contains forward looking information concerning:

- Data Driven Products (slide 7);
- major product release timeline (slide 8);
- 2021 plans (slide 9);
- sales growth (slide 12);
- proposed executive officers and board (slide 23 and 24);
- terms of the offering (slide 25); and
- pro forma capitalization table (slide 26).

The forward-looking information in this presentation is based on certain key assumptions and expectations made by the CE Brands and eBuyNow, including expectations and assumptions relating to the ability of CE Brands and eBuyNow to perform their obligations under the Amended and Restated Amalgamation Agreement. Other assumptions and expectations relate to general economic, political and market conditions, as well as the laws, regulations, and rules applicable to CE Brands and eBuyNow prior to the Closing Date.

Although CE Brands and eBuyNow believe that the expectations and assumptions on which the forward-looking information in this presentation is based are reasonable, you should not place undue reliance on the forward-looking information because neither CE Brands nor eBuyNow can give any assurance that it will prove to be accurate. By its nature, forward-looking information is subject to various risks, which could cause the actual results to differ materially from the expectations stated in this presentation. An investment in Subscription Receipts is subject to a number of risks that should be considered by purchasers. Purchaser should consider the risk factors described under “Risk Factors” in the prospectus before purchasing Subscription Receipts. Other material risks are disclosed under the heading “Risk Factors” in the preliminary prospectus.

Readers are cautioned not to place undue reliance on the forward-looking information, which is given as of the date of this presentation. Neither CE Brands nor eBuyNow undertakes any 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 Securities Laws.
Qualifying Transaction: eBuyNow Company History

8 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.

2013
Builds reputation management software collecting user feedback & helping product managers make smarter decisions.

2014
Develops ProductLoop, a proprietary artificial intelligence product and market analysis platform for use originally in eBuyNow’s R&D agency business.

2017
Spends 5+ years developing Internet-Of-Things products for 3rd parties. Using ProductLoop insights to help 3rd parties create successful products.

2018
Business pivots to own the products they design & engineer. Signs Kodak brand license. Launches global direct-to-consumer subsidiaries.

2019
Sales of first “Owned” products developed to meet consumer demands. Signs Motorola brand license.

2020
Launching air purification and smartwatch categories using ProductLoop insights.

2021+
 Positioned to leverage massive amounts of user feedback to select growth CE categories and offer disruptive solutions, increase brand and manufacturing portfolio strategically in growth markets.
What is eBuyNow?

eBuyNow 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.”
Over the last 6 years eBuyNow has built and used a proprietary artificial intelligence software it calls ProductLoop which mines information from millions of product related data points.

ProductLoop gathers and processes over 1 million consumer reviews from 38 sites in 14 countries every day.

Insight and key findings powers the product decision making process and gives a real time advantage to reduce risk and time to market.
eBuyNow partners with factories and brands to fill a product opportunity.

- Leverages R&D Experience
- Leverages Brand Recognition
- Leverages Global Distribution

A.I. Driven Product Definition

Contract Manufacturers

Global Brands

New Branded Product Owned By eBuyNow

Sold in over 70 Countries and Expanding
Data Driven Products Through Partnership

01 A.I. Market Analysis
eBuyNow identifies a gap in the consumer electronics space.

02 Product Definition
eBuyNow defines the ideal features, price, unique selling points, and brand to fill the product gap defined through data.

03 Partner with factory
Partner with factories with strong R&D capability and a strong balance sheet.

04 Partner with brand
Partner with brands that have high brand permission for the new product category.

05 Sell Globally
Sell through eBuyNow's global network of subsidiaries and distributors.

06 Repeat
Launch the product, and repeat the process for the next product opportunity.

Our Model
New Categories Drive Incremental Revenue Streams

- Feb 2021
- April 2021
- May 2021
- June 2021
- Sept 2021

Air Purification
Smart Lighting
Outdoor Security
Fitness Tracking
Air Conditioning
Expanded Products Drive Incremental Revenue Streams

- 2 Fan Air Purifier
- Intelligent Smart Lighting
- Moto G Smartwatch
- 4 Fan Air Purifier
- Air Conditioning & Quality
- Outdoor Security
- Moto Watch & One
- Intelligent Baby Monitor

Timeline:
- February
- April
- June
- August
- September
- May
- July
- October
Expanded Channels Drive Incremental Revenue Streams

- Nine eBuyNow Distribution Offices

- Distribution IN-RAM
  - Retail
  - Amazon
  - Walmart

- Distribution IN-RAM
  - Retail
  - Amazon
  - Macy's
  - Walmart

- Distribution IN-RAM
  - Brazil, Chile, Columbia, Peru, Argentina

- Distribution IN-RAM
  - Russia & Eastern Europe

- Distribution IN-RAM
  - Social Tech
  - Retail
  - Amazon

- Distribution IN-RAM
  - North America
  - Social Tech
  - Retail
  - Amazon

- Distribution IN-RAM
  - Europe
  - Social Tech
  - Retail
  - Amazon

- Distribution IN-RAM
  - China, Japan and SE Asia
  - Lenovo
  - Kiara
  - Synnex

- Distribution IN-RAM
  - GroBaby

- Distribution IN-RAM
  - LATAM
  - Social Tech
  - Retail
  - Amazon
  - Mercado Libre

- Distribution Westcoast
  - Social Tech
  - Retail
  - Amazon
Repeatable Process Multiplier

Customer reviews + AI Analysis = New Categories

Expand Product Portfolio × Expand Direct Channels and Distribution = Exponential sales growth

Categories shipping in 2021

- Baby Monitoring
- Smartwatches
- Smart Home Air Purifiers
- Smart Home Lighting
- Smart Home Security
- Fitness Tracking
- Smart Home Air Conditioning

Launch Projection

- 2019
- 2020
- 2021
- 2021
- 2021
- 2021
- 2021
Revenue & Product Growth

<table>
<thead>
<tr>
<th>Year</th>
<th>Unique Products in Market</th>
<th>Revenue Per Unique Product</th>
<th>Revenue</th>
</tr>
</thead>
<tbody>
<tr>
<td>2019FY</td>
<td>2</td>
<td>$1.3mm</td>
<td>$2.6mm</td>
</tr>
<tr>
<td>2020FY</td>
<td>3 (50% YOY)</td>
<td>$2.4mm</td>
<td>$7.3mm</td>
</tr>
<tr>
<td>2021E</td>
<td>4 (33% YOY)</td>
<td>$3.3mm* (excludes recently launched Air Purifiers*)</td>
<td>$9.9mm*</td>
</tr>
<tr>
<td>2022E</td>
<td>15+ (275% YOY)</td>
<td>---</td>
<td>---</td>
</tr>
</tbody>
</table>

*Air Purifiers launched Feb 2021, Revenue Estimates do not include any Air Purifier associated revenue prior to end of FY21 (March 31).

*2021E Estimate based on 2x 2021H1 Results as of Sept 30, 2020.

*15 Products in 2022E based on management’s reasonable basis of products currently in R&D.
LifeQ is the world leader in heartbeat analytics. Its select customers include Amazon, Apple, Samsung and eBuyNow.

Google

eBuyNow is one of a handful of active Wear OS Licensees.

Qualcomm

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

TUYA

TUYA is the world’s largest IoT services supplier to manufacturers. eBuyNow develops products in collaboration with Tuya.

LifeQ

LifeQ is the world leader in heartbeat analytics. Its select customers include Amazon, Apple, Samsung and eBuyNow.

Manufacturing and Distribution

Luxshare ICT

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 eBuyNow.

Compal

Compal is a world leading smartwatch manufacturer. Select partners include Apple, HP, Dell and eBuyNow.

Ingram Micro

Ingram Micro is the world’s largest consumer electronics distributor, with world class technology driving the Direct-To-Consumer surge.

Brands

Kodak

Kodak Eastman company experienced the most notable stock market surge of 2020. eBuyNow is a proud partner of Kodak, and represents the Kodak Brand in the Smart Home product category.

Motorola

Motorola was the first company to deliver a Google powered Smart Watch, and is a global top 10 brand in the Smartphone category. eBuynow is a proud partner of Motorola, and represents the Motorola brand in the Smart Watch product category.
eBuyNow identified range and connectivity as the leading technical cause of negative reviews for baby monitors.

eBuyNow identified an underserved market for a baby monitor with smartphone compatibility with a parent viewer bundled as a single offering.

In partnership with a leading baby monitor manufacturer and a leading security manufacturer, eBuyNow has developed one of the most awarded range of baby monitors on the planet.
What Customers Wanted - Everywhere Connectivity

Kodak CHERISH C525
SMART EASY MONITOR

PTPA Parents Approved

“Highest-quality picture”

EXPERT REVIEWS

Secure access through phone
Permanent access through Parent Unit

Split Screen. Live.

SD card and Cloud recording

Kodak C525 WiFi Video Baby Monitor with Full Room View, Parent Unit for Constant Monitoring and App Quick Check-ins

Buy now: $149.99
60% FREE Shipping: Details & FREE Returns

Add to cart

In Stock.

Kodak C525 was named Best Baby Monitor of 2018 & 2019. The Kodak Cherish C525 was created to help parents in mind. Whether you’re a first-time parent, you can easily monitor your little one’s from anywhere in the world. Take comfort at night knowing your little one is safe and sound asleep.

PARENT UNIT ADAPT: Being a parent is hard enough, but...
Everywhere Connectivity - Delivered

**Metro**

“BEST FOR FLEXIBILITY”
Apr 11, 2019

“Kodak baby monitors are technologically advanced.”
July 30, 2019

**Daily Mom**

“The Kodak C520 Baby Monitor is one of the best baby monitors of 2019.”
Feb 5, 2019

“If you’re looking for an all-around ideal baby monitor for your peace of mind, we’re big fans of the Kodak Smart Baby Monitor.”
Jun 19, 2019

**Wired**

#1 Baby Monitor 2020
Apr, 2019 & 2020

“Best baby monitors 2020: Top baby cams to buy for audio and video”
March 1, 2020

**Baby Gear**

Jun 10, 2019

**Gugu Guide**

Jul 22, 2019

“It’s never failed us; we’ve never once missed a cry or a moan that needed attention but we have slept infinitely better since using it.”

**Pocket lint**

Jun 10, 2019

**Expert Reviews**

May 22, 2019
eBuyNow identified that Motorola was the leading Android smartphone brand missing from the smartwatch product category.

eBuyNow identified that durability, design and battery were the top 3 mentioned and most influential negative complaints.

Best Overall Smartwatch
As ranked by Amazon US editorial recommendations at launch

In partnership with a leading smartwatch manufacturer, Motorola and Google, eBuyNow has developed one of the most beloved smartwatches on the planet.
What Customers Wanted - Design and Quality

**Rotating Crown**
Precision grooved design with laser-engraved Motorola accent.

**Curved Case**
Beautifully curved case body adds depth, comfort and style.

**Finish**
Polished, brushed and sandblasted finishes with added PVD coating for extreme protection.

**Water Resistant**
The device is 3ATM tested and is water resistant up to 30m.

**Display**
Fully circular OLED with a crystal-clear (327 PPI) and stunningly bright display.

**Watch Straps**
Includes both premium leather and medical-grade silicone straps designed to complement the Moto 360.
Design and Quality - Delivered

<table>
<thead>
<tr>
<th>Brand</th>
<th>Rating</th>
</tr>
</thead>
<tbody>
<tr>
<td>moto360 Gen 3</td>
<td>4.3</td>
</tr>
<tr>
<td>GARMIN</td>
<td>4.3</td>
</tr>
<tr>
<td>xiaomi</td>
<td>4.3</td>
</tr>
<tr>
<td>LG</td>
<td>4.2</td>
</tr>
<tr>
<td>GARMIN</td>
<td>4.1</td>
</tr>
<tr>
<td>oppo</td>
<td>3.8</td>
</tr>
<tr>
<td>oppo</td>
<td>3.8</td>
</tr>
</tbody>
</table>

0 1 2 3 4 5
Design and Quality - Delivered
Kodak Air Purifiers are certified to kill 99.99% of airborne viruses and bacteria with one reusable LIFETIME filter.

eBuyNow identified that filter costs and noise were the two largest complaints in the category.

eBuyNow identified that air purifiers capable of removing airborne viruses were rapidly increasing in popularity globally.

In partnership with a leading air purifier manufacturer, eBuyNow has developed an air purifier certified to kill airborne viruses, with an operational cost of ownership 99% lower than the competition.
Patented Washable Filter
Kodak Smart Home Air Purifiers have **99% lower cost of ownership** than the competition.
**Proposed Executive Officers**

**Kalvie Legat**
**CHIEF FINANCIAL OFFICER**
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.

**Ernie Levenson**
**PRESIDENT**
Ernie brings 30 years of experience most recently at VTech Communications Inc. as its President and VP of Operations. Led Vtech to become the number one market-share leader in the global baby monitor category.

**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.

**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.
An accomplished executive and active board member, with extensive leadership in competitive retail environments, through Loblaw Companies Limited (EVP Finance, CFO) and Cara Operations Limited (co-CEO and CFO).

Adam is a partner at Nerland Lindsey LLP, a Canadian law firm, and has practiced corporate law, with a focus on securities transactions and mergers and acquisitions, since 2006. Mr. Rock holds an LLB from the University of Toronto and is called to the bar in the Province of Alberta.

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.

David is a director and the President and CEO of, CE Brands and is the Director of Geoscience for Enersoft Inc. Founder of an energy-services company that sold in 2013 to Maxxam Analytics. David holds a B.Sc. from Dalhousie and an M.B.A. from Queen’s University.
# Summary Terms of Offering

<table>
<thead>
<tr>
<th>Issuer</th>
<th>CE Brands Inc. (TSXV: CEBI.P)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Offering Securities</td>
<td>Subscription Receipts</td>
</tr>
<tr>
<td>Each Subscription Receipt entitles the holder to receive, without payment of additional consideration and without any further action, one Unit upon the satisfaction of the escrow release conditions.</td>
<td></td>
</tr>
<tr>
<td>Each Unit consists of one Share and one-half of one Warrant. Each whole Warrant entitles the holder to purchase one additional Share, at a purchase price of $7.50 per Share, for a period of 24 months following the date on which the Warrant was issued.</td>
<td></td>
</tr>
<tr>
<td>Issue Price</td>
<td>$4.15 per Subscription Receipt.</td>
</tr>
<tr>
<td>Maximum Offering</td>
<td>$15,000,000 (plus a 15% over-allotment option).</td>
</tr>
<tr>
<td>Use of Proceeds</td>
<td>EBN intends to use the net proceeds from the Offering to strengthen its financial position and pursue growth strategies, which include expanding EBN's customer base; inventory build out; repayment of debt; accelerating the rollout of new product lines; supporting the growth of existing customers; establishing EBN's products on new sales channels.</td>
</tr>
<tr>
<td>Listing</td>
<td>Applied to list the Shares on the TSX Venture Exchange under the symbol CEBI.</td>
</tr>
<tr>
<td>Eligibility for Investment</td>
<td>Eligible for RRSP's, RRIF's, RDSP's, DPSP's, RESP's and TFSA's.</td>
</tr>
<tr>
<td>Syndicate</td>
<td>Integral Wealth Securities, Echelon Wealth Partners, Richardson Wealth and ATB Capital Markets.</td>
</tr>
</tbody>
</table>
## Pro-forma Capitalization Table

<table>
<thead>
<tr>
<th>Item</th>
<th>CE Brands Inc. (CEBI-V)</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Issuer</strong></td>
<td><strong>CE Brands Inc. (CEBI-V)</strong></td>
</tr>
<tr>
<td><strong>Total Shares (Basic)</strong></td>
<td>18,345,955</td>
</tr>
<tr>
<td><strong>Options (average strike price $1.95)</strong></td>
<td>1,460,542</td>
</tr>
<tr>
<td><strong>Equity Warrants (average strike price $4.70/share)</strong></td>
<td>5,200,716</td>
</tr>
<tr>
<td><strong>Convertible Notes and Loans (average conversion price $3.33/share)</strong></td>
<td>937,998</td>
</tr>
<tr>
<td><strong>Offering (assuming max)</strong></td>
<td>3,614,457</td>
</tr>
<tr>
<td><strong>Agents Options</strong></td>
<td>289,157</td>
</tr>
<tr>
<td><strong>Total Shares (Fully Diluted)</strong></td>
<td>29,848,825</td>
</tr>
<tr>
<td><strong>Total Debt</strong></td>
<td>$3,745,294</td>
</tr>
<tr>
<td><strong>Market Capitalization (using treasury method)</strong></td>
<td>$100,553,028</td>
</tr>
</tbody>
</table>
CE Brands is an innovative and data-driven consumer electronics technology company

- CE Brands is the public company that will own and operate eBuyNow and the proprietary technology of ProductLoop Artificial Intelligence.

- Diversified multi product company that’s market agnostic.
  - Robust product pipeline based on insights into consumer behaviour and market opportunities from ProductLoop.
  - Allowing us to proactively respond to consumer needs.

- Motorola entrusted eBuyNow to relaunch one of the most iconic smartwatches of all time, the Moto 360.

- eBuyNow is the brand licensee of Smart Home Monitoring for the Eastman Kodak Company.

- In January 2019 our products were only available through Amazon, as of January 2021 we have 31 distribution and retail agreements and our products are now sold in over 70 countries.
Further Contact

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