

June 3, 2024



Filed via SEDAR+

To All Applicable Exchanges and Securities Administrators

**Subject: Atlas Global Brands Inc. (the "Issuer")
Amended Notice of Meeting and Record Date**

Dear Sir/Madam:

We are pleased to confirm the following information with respect to the Issuer's upcoming meeting of securityholders:

Meeting Type:	Annual General Meeting
Meeting Date:	July 19, 2024 *Amended*
Record Date for Notice of Meeting:	May 27, 2024
Record Date for Voting (if applicable):	May 27, 2024
Beneficial Ownership Determination Date:	May 27, 2024
Class of Securities Entitled to Vote:	Common
ISIN:	CA04933Q1063
Issuer sending proxy materials directly to NOBOs:	No
Issuer paying for delivery to OBOs:	No
Notice and Access for Beneficial Holders:	No
Notice and Access for Registered Holders:	No

In accordance with applicable securities regulations we are filing this information with you in our capacity as agent of the Issuer.

Yours truly,

**Odyssey Trust Company
as agent for Atlas Global Brands Inc.**