

IONIC BRANDS

CSE: IONC | FRA: IB3 | OTC: IONKF

For Immediate Release

IONIC BRANDS ANNOUNCES EFFECTIVE DATE OF SHARE CONSOLIDATION

TACOMA, WASHINGTON, USA, February 2, 2021, IONIC Brands Corp. (CSE: IONC; FRA: IB3, OTC: IONKF) (“**IONIC BRANDS**” or the “**Company**”) is pleased to announce that further to its news release dated January 28, 2021, the consolidation of the Company’s common shares at a ratio of one (1) post-consolidated common share for every six (6) pre-consolidated common shares (the “**Share Consolidation**”) will be effective on February 8, 2021. The common shares will commence trading on the Canadian Securities Exchange on a post-consolidated basis on February 5, 2021.

The Company’s CUSIP will be 462202409 and the ISIN will be CA4622024095. The Company currently has 198,776,938 common shares issued and outstanding. Following the Share Consolidation, the Company will have approximately 33,129,489 common shares issued and outstanding prior to rounding for fractional shares. Completion of the Share Consolidation is subject to approval by the Canadian Securities Exchange.

Upon completion of the Share Consolidation, a letter of transmittal will be sent by mail to registered shareholders advising that the Share Consolidation has taken effect. The letter of transmittal will contain instructions on how registered shareholders can exchange their share certificates or DRS statements evidencing their pre-consolidated common shares for new share certificates or new DRS statements representing the number of post-consolidated common shares to which they are entitled. No action is required by non-registered shareholders (shareholders who hold their shares through an intermediary) to effect the Share Consolidation.

The Share Consolidation was approved by the board of directors of the Company.

About IONIC BRANDS CORP.

The Company is focused on building a multi-state consumer-focused cannabis concentrate brand portfolio focusing on the premium and luxury segments. The cornerstone Brand of the portfolio, IONIC, is one of the top three vaporizer and concentrate brands in Washington State along with Zoots portfolio of high quality edibles, and has aggressively expanded throughout the West Coast of the United States. The brand is currently operating in Washington and Oregon with licensing agreements in Illinois and Massachusetts. IONIC BRANDS’ strategy is to be the leader of the highest-value segments of the cannabis market and expand nationally.

On behalf of IONIC BRANDS CORP.

John Gorst
Chief Executive Officer & Chairman

For more information visit www.ionicbrands.com or contact:

To stay better informed with the current events of the company you can join our investor community at <https://www.ionicbrands.com/investor-community>

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The CSE does not accept responsibility for the adequacy or accuracy of this release.