

IONIC BRANDS CORP.

Notice of Change of Year End Pursuant to Part 4 of National Instrument 51-102 – Continuous Disclosure Obligations

Notice is hereby provided that, pursuant to Section 4.8(2) of National Instrument 51-102 – Continuous Disclosure Obligations (“**NI 51-102**”), Ionic Brands Corp. (the “**Company**”) has decided to change its year-end.

The Company is changing its year-end in order to facilitate efficiencies in the administration, accounting and production of the annual audited financial statements.

Please be advised that:

- (a) The Company’s old financial year-end was December 31.
- (b) The Company’s transition year-end is March 31, 2022.
- (c) The Company’s new financial year-end is March 31.
- (d) The length and ending date of the periods, including comparative periods, of the interim and annual financial statements to be filed for the Company’s transition year and the Company’s new financial year are as follows:
 - (i) Transition year
 - (A) Audited annual financial statements for the year ended March 31, 2022 (15 months) with the comparative figures from the audited annual financial statements for the year ended December 31, 2020 – Filing deadline: July 29, 2022
 - (ii) New financial year
 - (A) Three months ended June 30, 2022 with the comparative figures for the three months ended June 30, 2021 – Filing deadline: August 29, 2022;
 - (B) Three and six months ended September 30, 2022 with the comparative figures for the three and six months ended September 30, 2021 – Filing deadline: November 29, 2022;
 - (C) Three and nine months ended December 31, 2022 with the comparative figures for the three and nine months ended December 31, 2021 – Filing deadline: March 1, 2023; and
 - (D) Audited annual financial statements for the year ended March 31, 2023 with the comparative figures from the audited annual financial statements for the transition year ended March 31, 2022 – Filing deadline: July 29, 2023.
 - (E) Assuming the Company remains a “venture issuer” as defined in NI 51-102, the interim financial reports are required to be filed within 60 days following the end

of the relevant period and annual financial statements are required to be filed within 120 days following the end of the relevant financial period.

DATED as of December 14, 2021.

IONIC BRANDS CORP.

By: /s/ "John Gorst"

Name: John Gorst

Title: Chief Executive Officer