

ICANIC BRANDS COMPANY INC.

FILED ON SEDAR

October 15, 2020

TO ALL REGULATORS AND EXCHANGES

RE: **ICANIC BRANDS COMPANY INC. (the "Issuer")**
Notice of Meeting and Record

We advise the following with respect to the Issuer's upcoming Meeting of Security Holders

Issuer:	Icanic Brands Company Inc.
CUSIP:	451063101
ISIN:	CA4510631019
Meeting Date:	December 14, 2020
Meeting Type:	Annual General Meeting
Record Date for Notice:	November 9, 2020
Record Date for Voting:	November 9, 2020
Beneficial Ownership Determination Date:	November 9, 2020
Class of Securities Entitled to Receive Notice:	Common
Class of Securities Entitled to Vote:	Common
Business Type:	Routine
Issuer paying for delivery to OBO:	No
Issuer sending proxy related materials directly to NOBO:	No
Issuer using notice-and-access for registered investors	No
Issuer using notice-and-access for non-registered investors	No
Meeting Location:	Suite 810 – 789 West Pender Street Vancouver, BC V6C 1H2*

***In light of public health advice in response to the Covid-19 outbreak, the board of directors of the Company requests that any shareholder interested in attending the Annual General Meeting to vote their shares in person, does so by joining the meeting by teleconference. Details regarding the teleconference will be provided in the Company's combined Notice and Information Circular to follow.**

Sincerely,

"Eugene Beukman"

Eugene Beukman, Director & CFO
Icanic Brands Company Inc.