

Date: September 26, 2023

To: All Canadian Securities Regulatory Authorities
Subject: XEBRA BRANDS LTD

AMENDED

Dear Sir/Madam:

We advise of the following with respect to the upcoming Meeting of Security Holders for the subject Issuer:

Meeting Type :	Annual General and Special Meeting
Record Date for Notice of Meeting :	September 28, 2023
Record Date for Voting (if applicable) :	September 28, 2023
Beneficial Ownership Determination Date :	September 28, 2023
Meeting Date :	November 07, 2023
Meeting Location (if available) :	Virtual Meeting
Issuer sending proxy related materials directly to NOBO:	Yes
Issuer paying for delivery to OBO:	No

Notice and Access (NAA) Requirements:

NAA for Beneficial Holders	No
NAA for Registered Holders	No

Voting Security Details:

Description	CUSIP Number	ISIN
CLASS A COMMON	98402E206	CA98402E2069

Sincerely,

Computershare
Agent for XEBRA BRANDS LTD