

October 11, 2023

RE: Annual General and Special Meeting of the shareholders of Xebra Brands Ltd. to be held on November 7 (the “Meeting”)

I, Jay Garnett, the Chief Executive Officer of Xebra Brands Ltd. hereby certify that:

- (a) arrangements have been made to have proxy related materials for the Meeting sent in compliance with National Instrument 54-101 (the “Instrument”), to all beneficial owners at least 21 days before the date fixed for the Meeting;
- (b) arrangements have been made to carry out all the requirements of the Instrument in addition to those described in subparagraph (a); and
- (c) Xebra Brands Ltd is relying on section 2.20 of the Instrument to abridge the time prescribed in subsection 2.5(1) of the Instrument.

(sg) “Jay Garnett”
Jay Garnett, CEO