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Alberta Securities Commission  
British Columbia Securities Commission  
Manitoba Securities Commission  
Financial and Consumer Services Commission, New Brunswick  
Office of the Superintendent of Securities, Service Newfoundland & Labrador  
Nova Scotia Securities Commission  
Ontario Securities Commission  
The Office of the Superintendent of Securities, Consumer, Corporate and Insurance  
Services Division, Prince Edward Island  
Financial and Consumer Affairs Authority of Saskatchewan

August 4, 2021

Dear Sir/Madam

**Re: Notice of Change of Auditors of CE Brands Inc.**

We have read the Notice of CE Brands Inc. dated July 30, 2021 and are in agreement with the statements contained in such Notice.

Yours very truly,

KPMG LLP

Chartered Professional Accountants  
Calgary, Canada