

Thoughtful Brands Announces Appointment of New Director

VANCOUVER, BRITISH COLUMBIA, CANADA (December 8, 2020) – [Thoughtful Brands Inc.](#) (CSE:TBI FSE: 1WZ1; OTCQB: PEMTF) (the “Company” or “Thoughtful Brands”), a global natural health products and eCommerce technology company, is pleased to announce that it has appointed Bradley C. Smith as a Director of the Company.

Mr. Smith is Vice President of Hampstead Private Capital, a merchant bank focused on small to mid-cap, early stage, fast growth companies. Brad leads the media and technology group as well as public relations at Hampstead Private Capital. Brad has appeared on some of Canada's largest television shows including Chopped Canada, Breakfast Television, and the Bachelor Canada. He currently hosts The Big Bake on Food Network USA & Food Network Canada and owns two restaurants in Toronto. He played six years as a Professional Football player in the Canadian Football League. Brad graduated with a Brad holds a Bachelor of Arts degree from Queen's University.

“On behalf of my fellow directors, I am pleased to welcome Brad to the team”, Thoughtful Brands President, Joel Shacker stated. “He joins the Board at an exciting time in the Company’s evolution, as we continue to enhance the vertical integration of the Company, scan the market for potential and ‘thoughtful’ opportunities to grow our portfolio, and ultimately unlock the inherent value of our existing strategic partnerships, and recent acquisitions.”

The Company also announces that it has granted 23,875,000 incentive stock options to certain directors, officers and consultants of the Company. The options vest immediately and are exercisable at a price of \$0.07 for a period of 60 months. The options are governed by the terms of the Company’s incentive stock option plan, and the policies of the Canadian Securities Exchange.

In addition to the above, the Company announces that it has issued 1,125,000 common shares as repayment to settle a CA\$78,750.00 debt to 1229741 BC Ltd. (the “Creditor”), a company owned by a director of the Company, at a deemed price of CAD\$0.07 per share. The Creditor has agreed to accept common shares as settlement. All common shares of the Company issued to the Creditor will be subject to a four-month-and-one-day statutory hold period in accordance with applicable securities laws.

About Thoughtful Brands Inc.

Thoughtful Brands Inc. is an eCommerce technology company that researches, develops, markets, and distributes natural health products through various brands in North America and Europe. Through continuous strategic acquisitions, the Company has a strong footprint in the CBD market. Thoughtful Brands currently owns and operates multiple direct to consumer CBD brands and is positioning itself to become vertically integrated through the acquisition of American CBD Extraction Corp.



CSE: TBI
FSE: 1WZ:GR
OTCQB: PEMTF

**ON BEHALF OF THE BOARD OF DIRECTORS
THOUGHTFUL BRANDS INC.**

Ryan Hoggan
Chief Executive Officer

For further information, readers are encouraged to contact Joel Shacker, President at +604.423.4733 or by email at info@thoughtful-brands.com

Neither the Canadian Securities Exchange nor its Regulation Services Provider (as that term is defined in the policies of the Canadian Securities Exchange) accepts responsibility for the adequacy or accuracy of this press release, which has been prepared by management.

Cautionary Note Regarding Forward-Looking Statement

All statements in this press release, other than statements of historical fact, are "forward-looking information" with respect to the Company within the meaning of applicable securities laws, including with respect to its plans to vertically integrate its operations, reduce cost, enhance quality of products, develop new products, expand sales, extract and sell hemp, wholesale hemp, develop superior quality CBD brands, offer products using hemp produced and extracted by the Company's subsidiaries, formulate products for third-parties, wholesale hemp, utilize American CBD's technological and scientific expertise to enhance formulations of its existing brands. The Company provides forward-looking statements for the purpose of conveying information about current expectations and plans relating to the future and readers are cautioned that such statements may not be appropriate for other purposes. By its nature, this information is subject to inherent risks and uncertainties that may be general or specific and which give rise to the possibility that expectations, forecasts, predictions, projections or conclusions will not prove to be accurate, that assumptions may not be correct and that objectives, strategic goals and priorities will not be achieved. These risks and uncertainties include but are not limited those identified and reported in the Company's public filings under the Company's SEDAR profile at www.sedar.com. Although the Company has attempted to identify important factors that could cause actual actions, events or results to differ materially from those described in forward-looking information, there may be other factors that cause actions, events or results not to be as anticipated, estimated or intended. There can be no assurance that such information will prove to be accurate as actual results and future events could differ materially from those anticipated in such statements. The Company disclaims any intention or obligation to update or revise any forward-looking information, whether as a result of new information, future events or otherwise unless required by law.