

AMBARI

AMBARI BRANDS ANNOUNCES TEAM FOR THE DEVELOPMENT OF AI BEAUTY APPLICATION, SCARLETT

Vancouver, BC. August 10, 2023 — Ambari Brands Inc. (“**Ambari**” or the “**Company**”) (CSE: AMB) (OTC: AMBBF) (FRA: A3DP2A), a beauty and technology company developing artificial intelligence (“**AI**”) and augmented reality (“**AR**”) solutions, is pleased to announce the formation of an exceptional team of experts for the development of its AI and AR beauty application, Scarlett.

Scarlett aims to bring AI to the beauty industry by leveraging cutting-edge technologies to provide users with an immersive and personalized beauty experience. With a focus on machine learning, image processing, and augmented reality, Scarlett will enable users to experiment with various makeup looks and hairstyles virtually, providing them with an extraordinary level of customization and convenience.

Ambari has assembled a team of highly skilled professionals with a diverse range of expertise to ensure the successful development and deployment of Scarlett. The team is composed of the following:

- **Project Lead** - Overseeing the project's development and implementing advanced machine learning and image processing algorithms
- **Machine Learning Expert** - Bringing specialized knowledge and experience in machine learning techniques to enhance the AI capabilities of Scarlett
- **Machine Learning Engineers** - Focusing on the development and optimization of machine learning models to enable accurate and real-time beauty transformations and collaborating closely with the team to implement machine learning algorithms and refine the application's predictive capabilities
- **Backend Engineer** - Building a robust backend infrastructure to support the AI and AR functionalities of Scarlett
- **Android Developer** - Developing the Android version of Scarlett, ensuring seamless integration with the platform's unique features and optimizing performance
- **iOS Developer** - Developing the iOS version of Scarlett, delivering a sleek and intuitive user experience for Apple device users
- **UX Designer** - Creating a user-centric design, focusing on intuitive navigation and visually appealing interfaces to enhance user engagement

“We are thrilled to introduce the exceptional team behind Scarlett's development,” said Nisha Grewal, CEO of Ambari. “Each team member brings valuable expertise that will play a crucial role in creating our innovative AR and AI-enabled beauty application. With Scarlett, we aim to empower individuals to experiment, discover, and enhance their unique beauty.”

Ambari is committed to bringing cutting-edge technology to the beauty industry and is confident that the talent and expertise within the team will enable the successful launch of Scarlett.

About Ambari Brands Inc.

Ambari Brands Inc. is a leading beauty and technology company focused on developing innovative artificial intelligence and augmented reality solutions. With a mission to enhance user experiences through

advanced technologies. Ambari's beauty products are currently carried in the world's largest retailers. To learn more about Ambari, visit www.ambaribeauty.com and www.ambari.ai.

On Behalf of the Board of Directors

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Cautionary Note on Forward-Looking Information

This press release contains certain forward-looking statements within the meaning of applicable securities laws with respect to the Company. These forward-looking statements generally are identified by words such as "believe," "project," "aim," "expect," "anticipate," "estimate," "intend," "strategy," "future," "opportunity," "plan," "may," "should," "will," "would," and similar expressions and in this news release include statements respecting the development of Scarlett, the intended functionality and features of Scarlett, the utility and operational focus of Scarlett, the composition, specialties and experience of the Scarlett development team, and Scarlett's expected user experience. Although the Company believes that the expectations and assumptions on which such forward-looking statements and information are based are reasonable, undue reliance should not be placed on the forward-looking statements and information because the Company can give no assurance that they will prove to be correct. Since forward-looking statements and information address future events and conditions, by their very nature they involve inherent risks and uncertainties. Many factors could cause actual future events to differ materially from the forward-looking statements in this press release. The forward-looking statements included in this news release are expressly qualified by this cautionary statement. The forward-looking statements and information contained in this news release are made as of the date hereof and the Company undertakes no obligation to update publicly or revise any forward-looking statements or information, whether as a result of new information, future events or otherwise, unless so required by applicable laws.

The Canadian Securities Exchange has not reviewed this press release and does not accept responsibility for the adequacy or accuracy of this news release.