

# AMBARI

## AMBARI BRANDS APPOINTS NEW CEO

Vancouver, British Columbia, January 29, 2024 – Ambari Brands Inc. (“**Ambari**” or the “**Company**”) (CSE: AMB, OTC: AMBBF, FRA: Y92) is pleased to announce the appointment of Mr. Avtar Dhaliwal as a director and the new Chief Executive Officer of the Company in place of Nisha Grewal.

Avtar Dhaliwal brings to Ambari three years of experience in supply chain management, distribution and product roll-out of consumer goods. Most recently, Mr. Dhaliwal has acted as CEO of agricultural food and technology company, Pontus Protein Ltd. and plant-based foods company, Modern Plant Based Foods Inc., where he has been responsible for overseeing product quality standardization, international distribution, regulatory compliance, and marketing.

Mr. Dhaliwal, the Company’s new CEO, said “I am excited to join Ambari at this critical point in its growth. I look forward to getting right into it with our team and helping this Company grow.”

Charn Deol, a director of Ambari commented, “On behalf of the Board, I would like to thank Nisha for her service to Ambari. She has been an integral part of the Company’s growth, and we wish her all the best.”

Mr. Dhaliwal will also be assuming the role of Corporate Secretary from Ms. Grewal.

### **About Ambari Brands Inc.**

Ambari is a company committed to transforming the beauty industry through its AI technology "Scarlett" and product lines that are carried in the world's largest retailers. To learn more about Ambari, visit [www.ambaribeauty.com](http://www.ambaribeauty.com) and [www.ambari.ai](http://www.ambari.ai).

### **On Behalf of the Board of Directors,**

Avtar Dhaliwal

CEO, Corporate Secretary and Director

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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. 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.*