FORM 7  
  
MONTHLY PROGRESS REPORT

**Name of Listed Issuer:** BellRock Brands Inc. (formerly Dixie Brands Inc.) (the "**Issuer**").

**Trading Symbol:** BRCK.U (formerly DIXI.U)

**Number of Outstanding Listed Securities:** 1,086,028,175 common shares ("**Shares**")

**Date:** August 7, 2021

**Report on Business**

1. **Provide a general overview and discussion of the development of the Issuer's business and operations over the previous month. Where the Issuer was inactive disclose this fact.**

On July 12, 2021, the Issuer announced a cease trade order issued by the British Columbia Securities Commission by virtue of having not filed the following periodic disclosure documents by the applicable filing deadlines.

On July 19, 2021, the Issuer announced the restructure of senior management. Chuck Smith will be stepping down as Chief Executive Officer and will remain in the role until the search for a new CEO has concluded. The current Chief Operating Officer, Brian Jansen, has been appointed as President. Kavi Bhai, previously with BR Brands, was promoted to Chief Financial Officer which coincides with the exit of the Issuer’s former CFO, Alex DeGortari.

1. **Provide a general overview and discussion of the activities of management.**

The Issuer's management is currently negotiating various agreements to expand its footprint in the United States. Management is also working closely with its auditors to file its 2020 annual financial statements and its 2021 interim financial statements as soon as possible.

1. **Describe and provide details of any new products or services developed or offered. For resource companies, provide details of new drilling, exploration or production programs and acquisitions of any new properties and attach any mineral or oil and gas or other reports required under Ontario securities law.**

None.

1. **Describe and provide details of any products or services that were discontinued. For resource companies, provide details of any drilling, exploration or production programs that have been amended or abandoned.**

Not applicable.

1. **Describe any new business relationships entered into between the Issuer, the Issuer's affiliates or third parties including contracts to supply products or services, joint venture agreements and licensing agreements etc. State whether the relationship is with a Related Person of the Issuer and provide details of the relationship.**

None.

1. **Describe the expiry or termination of any contracts or agreements between the Issuer, the Issuer's affiliates or third parties or cancellation of any financing arrangements that have been previously announced.**

None.

1. **Describe any acquisitions by the Issuer or dispositions of the Issuer's assets that occurred during the preceding month. Provide details of the nature of the assets acquired or disposed of and provide details of the consideration paid or payable together with a schedule of payments if applicable, and of any valuation. State how the consideration was determined and whether the acquisition was from or the disposition was to a Related Person of the Issuer and provide details of the relationship.**

None.

1. **Describe the acquisition of new customers or loss of customers.**

None.

1. **Describe any new developments or effects on intangible products such as brand names, circulation lists, copyrights, franchises, licenses, patents, software, subscription lists and trade-marks.**

None.

1. **Report on any employee hirings, terminations or lay-offs with details of anticipated length of lay-offs.**

None.

1. **Report on any labour disputes and resolutions of those disputes if applicable.**

None.

1. **Describe and provide details of legal proceedings to which the Issuer became a party, including the name of the court or agency, the date instituted, the principal parties to the proceedings, the nature of the claim, the amount claimed, if any, if the proceedings are being contested, and the present status of the proceedings.**

None.

1. **Provide details of any indebtedness incurred or repaid by the Issuer together with the terms of such indebtedness.**

The Issuer did not incur or repay any indebtedness other than in the normal course of operations.

1. **Provide details of any securities issued and options or warrants granted.**

None.

1. **Provide details of any loans to or by Related Persons.**

None.

1. **Provide details of any changes in directors, officers or committee members.**

None.

1. **Discuss any trends which are likely to impact the Issuer including trends in the Issuer's market(s) or political/regulatory trends.**

The most significant trends and uncertainties which management expects could impact its business and financial condition are the changing legal and regulatory regime which regulates the production and sale of cannabis and cannabis related products in the United States and other jurisdictions. See "Section 18 – *Risk Factors*" in the Issuer's CSE Form 2A Listing Statement dated October 31, 2020 available on [www.sedar.com](http://www.sedar.com).

**Certificate of Compliance**

The undersigned hereby certifies that:

1. The undersigned is a director and/or senior officer of the Issuer and has been duly authorized by a resolution of the board of directors of the Issuer to sign this Certificate of Compliance.
2. As of the date hereof there were is no material information concerning the Issuer which has not been publicly disclosed.
3. The undersigned hereby certifies to the Exchange that the Issuer is in compliance with the requirements of applicable securities legislation (as such term is defined in National Instrument 14-101) and all Exchange Requirements (as defined in CNSX Policy 1).
4. All of the information in this Form 7 Monthly Progress Report is true.

Dated August 7, 2021

C.J. Chapman  
Name of Director or Senior Officer

*(Signed) "C.J. Chapman"*

Signature

General Counsel

and Executive Vice-President  
Official Capacity

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| ***Issuer Details***  Name of Issuer  BellRock Brands Inc. | For Month End  July 31, 2021 | Date of Report  YY/MM/D  2021/08/07 |
| Issuer Address  4880 Havana Street, Suite 300-S | | |
| City/Province/Postal Code  Denver, Colorado 80239 | Issuer Fax No.  (---)------- | Issuer Telephone No.  (303)-945-3963 |
| Contact Name  C.J. Chapman | Contact Position  General Counsel and Executive Vice-President | Contact Telephone No.  (303)-945-3963 |
| Contact Email Address  cchapman@bellrockbrands.com | Web Site Address  https://www.bellrockbrands.com/ | |