

FORM 7

MONTHLY PROGRESS REPORT

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

Trading Symbol: BRCK (formerly DIXI.U)

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

Date: June 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 May 3, 2021, The Issuer announced that it will be delayed in filing its audited annual financial statements, accompanying management's discussion and analysis and related CEO and CFO certifications for the financial year ended December 31, 2020 (collectively, the "**Annual Filings**"), within the period prescribed for the filing of such documents under Parts 4 and 5 of Regulation 51-102 respecting Continuous Disclosure Obligations and pursuant to Regulation 52-109 respecting Certification of Disclosure in Issuers' Annual and Interim Filings, namely within 120 days of year-end, being April 30, 2021. As a result of the delay in filing the Annual Filings, the Issuer has applied for and received from the Issuer's principal regulator, the British Columbia Securities Commission (the "**Commission**"), a management cease trade order under National Policy 12-203 - *Management Cease Trade Orders*. The Issuer anticipates filing the Annual Filings no later than June 14, 2021.

The Issuer intends to follow the provisions of the Alternative Information Guidelines set out in sections 9 and 10 of National Policy 12-203 – *Management Cease Trade Orders* so long as the Annual Filings are outstanding, including the issuance of bi-weekly default status reports in the form of news releases.

- 2. 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 and internationally. Management is also working closely with the auditors of the Issuer to file the Annual Filings no later than June 14, 2021.

- 3. 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.

- 4. 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.

- 5. 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.

- 6. 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.

- 7. 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.

- 8. Describe the acquisition of new customers or loss of customers.**

None.

- 9. 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.

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

None.

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

None.

- 12. 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.

- 13. 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.

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

None.

15. Provide details of any loans to or by Related Persons.

None.

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

None.

17. 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.

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 June 7, 2021

C.J. Chapman
Name of Director or Senior Officer

(Signed) "C.J. Chapman"
Signature

General Counsel
and Executive Vice-President
Official Capacity

Issuer Details		For Month End	Date of Report
Name of Issuer			YY/MM/D
BellRock Brands Inc.		May 31, 2021	2021/06/07
Issuer Address			
4880 Havana Street, Suite 300-S			
City/Province/Postal Code		Issuer Fax No.	Issuer Telephone No.
Denver, Colorado 80239		(---)-----	(303)-945-3963
Contact Name		Contact Position	Contact Telephone No.
C.J. Chapman		General Counsel and Executive Vice-President	(303)-945-3963
Contact Email Address		Web Site Address	
cchapman@bellrockbrands.com		https://www.bellrockbrands.com/	