

## FORM 9

### **NOTICE OF ISSUANCE OR PROPOSED ISSUANCE OF LISTED SECURITIES**

**(or securities convertible or exchangeable into listed securities<sup>1</sup>)**

Name of Listed Issuer:

Symbol(s):

Thoughtful Brands Inc. (the "Issuer").	TBI
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Date: **March 1, 2021**

Is this an updating or amending Notice: Yes No

If yes provide date(s) of prior Notices: **Not Applicable**

Issued and Outstanding Securities of Issuer Prior to Issuance: **380,567,520**

#### **Pricing**

Date of news release announcing proposed issuance: **March 4, 2020** or

Date of confidential request for price protection: **Not Applicable**

Closing Market Price on Day Preceding the news release: **Not applicable** or

Day preceding request for price protection: **Not Applicable**

#### **Closing**

Number of securities to be issued: **246,545**

Issued and outstanding securities following issuance: **380,814,065**

#### **Instructions:**

1. For private placements (including debt settlement), complete tables 1A and 1B in Part 1 of this form.
2. Complete Table 1A – Summary for all purchasers, excluding those identified in Item 8.
3. Complete Table 1B – Related Persons only for Related Persons
4. If shares are being issued in connection with an acquisition (either as consideration or to raise funds for a cash acquisition) please proceed to Part 2 of this form.
5. An issuance of non-convertible debt does not have to be reported unless it is a significant transaction as defined in Policy 7, in which case it is to be reported on Form 10 – Notice of Proposed Transaction
6. Post the completed Form 9 to the CSE website in accordance with *Policy 6 – Distributions*. In addition, the completed form must be delivered to

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**FORM 9 – NOTICE OF ISSUANCE OR PROPOSED ISSUANCE OF  
LISTED SECURITIES**

[listings@thecse.com](mailto:listings@thecse.com) with an appendix that includes the information in Table 1B for ALL places.

**Part 1. Private Placement**

<u>Each jurisdiction in which purchasers reside</u>	<u>Number of Purchasers</u>	<u>Price per Security</u>	<u>Total dollar value (CDN\$) raised in the jurisdiction</u>
<b>Richmond Hill, ON</b>	<b>1</b>	<b>\$0.055</b>	<b>\$13,560</b>
<b>Total number of Creditors:</b>	<b>1</b>		
<b>Total dollar value of distribution in all jurisdictions:</b>			<b>\$13,560</b>

**As noted in the Issuer’s March 4, 2020 press release, the Issuer entered into an agreement with Agora Internet Relations Corp. (“Agora”) for online advertising and marketing services. The fee for these services is \$60,000 (plus HST), to be paid in five equal tranches of \$12,000 (plus HST) over the twelve month term of the agreement. Agora has agreed to accept the fee in common shares of the Issuer (“Common Shares”), to be determined based on the market price of the Common Shares at the time of issuance. The fifth payment installment of \$13,560 (\$12,000 plus HST) became due on February 28, 2021 and the Issuer issued 246,545 Common Shares to Agora at a deemed price of \$0.055 per Common Share.**

**The Common Shares were issued pursuant to the exemption found in section 2.24 of National Instrument 45-106 and are subject to a four month and one day hold period pursuant to the polices of the Canadian Securities Exchange.**

**Table 1B – Related Persons**

**Not Applicable**

<b>Full Name &amp; Municipality of Residence of Placee</b>	<b>Number of Securities Purchased or to be Purchased</b>	<b>Purchase price per Security (CDN\$)</b>	<b>Conversion Price (if Applicable) (CDN\$)</b>	<b>Prospect us Exemption</b>	<b>Total Securities Previously Owned, Controlled or Directed</b>	<b>Payment Date(1)</b>	<b>Describe relationship to Issuer</b>

<sup>1</sup>An issuance of non-convertible debt does not have to be reported unless it is a significant transaction as defined in Policy 7, in which case it is to be reported on Form 10.

1. Total amount of funds to be raised: **Not Applicable**.
2. Provide full details of the use of the proceeds. The disclosure should be sufficiently complete to enable a reader to appreciate the significance of the transaction without reference to any other material. **The Issuer has engaged Agora to deliver online advertising and marketing services for an initial twelve-month term. In consideration for the provision of services, Agora is entitled to a fee of \$60,000 (plus HST), to be paid in five equal instalments over the term. Agora has agreed to accept the fees in Common Shares, to be determined based on the market price of the Common Shares at the time of issuance.**
3. Provide particulars of any proceeds which are to be paid to Related Persons of the Issuer: **Not Applicable**
4. If securities are issued in forgiveness of indebtedness, provide details of the debt agreement(s) or and the agreement to exchange the debt for securities.

**Not Applicable**

Description of securities to be issued:

- (a) Class: **Common**
  - (b) Number: **246,545**
  - (c) Price per security: **\$0.055**
  - (d) Voting rights: **One vote per share**
5. Provide the following information if warrants, (options) or other convertible securities are to be issued: **Not Applicable**
- (a) Number \_\_\_\_\_ .
  - (b) Number of securities eligible to be purchased on exercise of warrants (or options) \_\_\_\_\_ .  
\_\_\_\_\_ .
  - (c) Exercise price \_\_\_\_\_ .
  - (d) Expiry date \_\_\_\_\_ .

6. Provide the following information if debt securities are to be issued:

**Not Applicable**

(a) Aggregate principal amount \_\_\_\_\_ .

(b) Maturity date \_\_\_\_\_ .

(c) Interest rate \_\_\_\_\_ .

(d) Conversion terms \_\_\_\_\_ .

(e) Default provisions \_\_\_\_\_ .

7. Provide the following information for any agent's fee, commission, bonus or finder's fee, or other compensation paid or to be paid in connection with the placement (including warrants, options, etc.):

**Not Applicable**

(a) Details of any dealer, agent, broker or other person receiving compensation in connection with the placement (name, and if a corporation, identify persons owning or exercising voting control over 20% or more of the voting shares if known to the Issuer): \_\_\_\_\_ .

(b) Cash \_\_\_\_\_ .

(c) Securities \_\_\_\_\_ .

(d) Other \_\_\_\_\_ .

(e) Expiry date of any options, warrants etc. \_\_\_\_\_ .

(f) Exercise price of any options, warrants etc. \_\_\_\_\_ .

8. State whether the sales agent, broker, dealer or other person receiving compensation in connection with the placement is Related Person or has any other relationship with the Issuer and provide details of the relationship **N/A**.

9. Describe any unusual particulars of the transaction (i.e. tax "flow through" shares, etc.).

**None.**

10. State whether the private placement will result in a change of control.

**The share issuance will not result in a change of control.**

11. Where there is a change in the control of the Issuer resulting from the issuance of the private placement shares, indicate the names of the new controlling shareholders. **Not Applicable**
  
12. Each purchaser has been advised of the applicable securities legislation restricted or seasoning period. All certificates for securities issued which are subject to a hold period bear the appropriate legend restricting their transfer until the expiry of the applicable hold period required by National Instrument 45-102 Resale of Securities.

**Part 2. Acquisition**

**Not Applicable.**

## 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 on behalf of the Issuer.
2. As of the date hereof there is not material information concerning the Issuer which has not been publicly disclosed.
3. the Issuer has obtained the express written consent of each applicable individual to:
  - (a) the disclosure of their information to the Exchange pursuant to this Form or otherwise pursuant to this filing; and
  - (b) the collection, use and disclosure of their information by the Exchange in the manner and for the purposes described in Appendix A or as otherwise identified by the Exchange, from time to time
4. 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 CSE Policy 1).
5. All of the information in this Form 9 Notice of Issuance of Securities is true.

Dated: March 1, 2021 .

Joel Shacker  
Name of Director or Senior  
Officer

s/ "Joel Shacker"  
Signature

President & Director  
Official Capacity

## Appendix A

### PERSONAL INFORMATION COLLECTION POLICY REGARDING FORM 9

The Canadian Securities Exchange and its subsidiaries, affiliates, regulators and agents (collectively, "CSE or the "Exchange") collect and use the information (which may include personal or other information) which has been provided in Form 9 for the following purposes:

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- To determine whether an individual is suitable to be associated with a Listed Issuer;
- To determine whether an issuer is suitable for listing;
- To determine whether allowing an issuer to be listed or allowing an individual to be associated with a Listed Issuer could give rise to investor protection concerns or could bring the Exchange into disrepute;
- To conduct enforcement proceedings;
- To ensure compliance with Exchange Requirements and applicable securities legislation; and
- To fulfil the Exchange's obligation to regulate its marketplace.

The CSE also collects information, including personal information, from other sources, including but not limited to securities regulatory authorities, law enforcement and self-regulatory authorities, regulation service providers and their subsidiaries, affiliates, regulators and agents. The Exchange may disclose personal information to these entities or otherwise as provided by law and they may use it for their own investigations.

The Exchange may use third parties to process information or provide other administrative services. Any third party will be obliged to adhere to the security and confidentiality provisions set out in this policy.

All personal information provided to or collected by or on behalf of The Exchange and that is retained by The Exchange is kept in a secure environment. Only those employees who need to know the information for the purposes listed above are permitted access to the information or any summary thereof. Employees are instructed to keep the information confidential at all times.

Information about you that is retained by the Exchange and that you have identified as inaccurate or obsolete will be corrected or removed.

If you wish to consult your file or have any questions about this policy or our practices, please write the Chief Privacy Officer, Canadian Securities Exchange, 220 Bay Street – 9th Floor, Toronto, ON, M5J 2W4.