

THOUGHTFUL BRANDS INC.  
Suite 800 – 1199 West Hastings Street  
Vancouver, British Columbia V6E 3T5

April 15, 2021

**BY SEDAR**

BC Securities Commission  
Alberta Securities Commission  
Ontario Securities Commission  
The Canadian Depository for Securities

Dear Sirs/Mesdames:

**Re: Thoughtful Brands Inc. (the “Company”) – Share Consolidation**

Pursuant to Policy 9 – *Name Change, Stock Splits and Share Consolidations* of the Canadian Securities Exchange (“**CSE**”), please be advised that the Company’s issued and outstanding common shares will be consolidated on the basis of one (1) new common share for every ten (10) common shares issued and outstanding. The effective date for the consolidation is April 16, 2021. The new CUSIP will be 885472209 and the new ISIN will be CA8854722094.

We trust you will find the foregoing in order. Please do not hesitate to contact the undersigned should you have any questions or require additional information.

Yours truly,

**THOUGHTFUL BRANDS INC.**

Per: /s/ “*Ryan Hoggan*”

Ryan Hoggan  
Chief Executive Officer