Ambari To Be Carried in Luxury Retailer WOW CONCEPT

Vancouver, British Columbia, December 5, 2022 – **Ambari Brands Inc.** ("**Ambari**" or the "**Company**") (CSE: AMB, OTC: AMBBF, FRA: Y92) is pleased to announce that it has entered an agreement for its products to be carried in one of Europe's most anticipated store openings in 2022, 'WOW CONCEPT'.

Ambari products are now available at luxury retailer WOW Concept. With a €42 million investment, the store encompasses six floors of premium products (apparel, accessories, cosmetics, footwear, high-fashion labels, homeware, and technology), spanning across 5,500 square meters. It is a physical (physical and digital) space, designed to host brands that, due to their personality and exclusivity, are differential in the market. Brands included have been carefully chosen and curated by experts in each category.

Customers can interact with products at WOW Concept in a completely personalized way to make the shopping experience unique. The retail space is an articulated project, which aims to blend the physical and digital worlds by offering a space that reflects its online offerings through interactive systems. WOW Concept aims to attract millennial and Gen Z consumers through its carefully selected high-end brands and captivating retail experience.

Ambari's European expansion plan is on track and the Company expects to step-up its distribution in Europe by establishing a presence in Germany, France, Italy, Portugal and the Nordic countries.

Ambari remains committed to its environmental and sustainability initiatives, which includes actively seeking manufacturing facilities that are powered by 100% clean energy and relationships with consumer brands to initiate white label arrangements and expedite net zero initiatives of other brands. Refer to the Company's news releases on November 23, 2022 and October 20, 2022 for additional detail.

Nisha Grewal, Chief Executive Officer of Ambari, stated "We are very excited to be carried by luxury retailer WOW Concept. We aim to increase our revenues as quickly as possible to one day be a leader in the consumer goods and clean energy manufacturing sectors."

The Company is also pleased to announce it has received 971,180 common shares back from the Company's CEO Nisha Grewal at a deemed price of $0.40, in settlement of a $388,472 loan owing, which will be cancelled. This repurchase further enhances shareholder value. No cash was paid by the Company for the repurchased shares. The repurchase was considered a "related party transaction" within the meaning of Multilateral Instrument 61-101 *Protection of Minority Security Holders in Special Transactions* ("**MI 61-101**"), given Ms. Grewal's role at the Company. The repurchase was exempt from the valuation requirement of MI 61-101 pursuant to the exemption contained in section 5.5(b), as the Company shares are not listed on a specified market, and from the minority shareholder approval requirements of MI 61-101 pursuant to the exemption contained in section 5.7(a) of MI 61-101, as the fair market value of the deemed transfer was less than $2.5 million.

About Ambari Brands Inc.

Ambari is a consumer packaged goods company focused on developing consumer products, co-packing and manufacturing CBD-containing and CBD-free products. Ambari is aiming to co-pack and manufacture products in facilities powered by 100% clean energy.

On Behalf of the Board of Directors
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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 and in this news release include statements respecting: its products being carried in WOW Concept; its expansion in Europe, including Germany, France and the Nordic countries; its goal of becoming a leader in the consumer product goods and clean energy manufacturing sectors; its goal of issuing a certification of its own; its goal of white labeling products through processes that expedite brands' net zero plans; and the Company's white labeling services' effect on revenue going forward. 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 including, without limitation, the risk factors described in the Company's final long form prospectus dated July 13, 2022. Readers are cautioned that the foregoing list of factors is not exhaustive. 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.