



AMCOMRI ENTERTAINMENT INC.

POSITION DESCRIPTION OF THE CHIEF EXECUTIVE OFFICER

The primary role of the Chief Executive Officer (the “**CEO**”) of the corporation is to manage the Corporation in an effective, efficient and forward-looking way and to fulfil the priorities, goals and the objectives determined by the Board of Directors of the Corporation (the “**Board**”) in the context of the Corporation’s strategic plans, budgets and responsibilities set out below, with a view to increasing shareholder value. The CEO is responsible to the Board.

Without limitation to the foregoing, the CEO is responsible for the following:

1. Maintaining and developing the Corporation’s goal of enhancing shareholder value by being a successful and profitable corporation.
2. Maintaining and developing with the Board strategic plans for the Corporation and successfully implementing such plans.
3. Providing quality leadership to the Corporation’s staff and ensuring that the Corporation’s human resources are managed properly.
4. Providing high-level policy options, orientations and discussions for consideration by the Board.
5. Maintaining existing and developing new strategic alliances and considering possible merger, acquisition or other strategic transactions, which will be constructive for the Corporation’s business and will help enhance shareholder value, if and as appropriate.
6. Providing support, co-ordination and guidance to various responsible officers and managers of the Corporation.
7. Ensuring communications between the Corporation and major stakeholders, including and most importantly, the Corporation’s shareholders, are managed in an optimum way and are done in accordance with applicable laws and the policies of the Corporation.
8. Providing timely strategic, operational and reporting information to the Board and implementing decisions in accordance with good governance, within the Corporation’s policies and procedures, and within budget.
9. Acting as an entrepreneur and innovator within the strategic goals of the Corporation.

10. Co-ordinating the preparation of an annual business plan.
11. In conjunction with the Compensation, Nominating and Corporate Governance Committee, ensuring appropriate governance skills development and resources are made available to the Board.
12. Ensuring a culture of high ethics throughout the organization.

Effective Date: 14th January 2022