

51-102F3
MATERIAL CHANGE REPORT

Item 1 **Name and Address of Company**

Brand X Lifestyle Corp. (the “Company”)
928-1030 West Georgia Street
Vancouver, BC V6E 2Y3

Item 2 **Date of Material Change**

August 26, 2020

Item 3 **News Release**

The news release was disseminated by Newsfile on August 26, 2020.

Item 4 **Summary of Material Change**

The Company announced the resignation of Luke Montaine as Chief Operating Officer and Hani Zabaneh as a director. The Company announced the appointment of Sean Coté as a director.

Item 5 **Full Description of Material Change**

5.1 **Full Description of Material Change**

The Company announced that Luke Montaine, Chief Operating Officer of the Company has resigned. The Company further announced that Hanni Zabaneh has resigned as a director of the Company and Sean Coté has been appointed a director to fill the vacancy created by Mr. Zabaneh’s resignation.

Mr. Côté is a multitalented, experienced operations executive with a proven ability to lead the growth and development of dynamic entrepreneurial enterprises through assembling high-performing teams, maximizing revenue generating opportunities, and increasing operational efficiencies. Mr. Côté sold his privately held company in 2008 and remained with the purchasing company for over 7 years where he contributed to that company’s successes, as revenues over that same period were ten times greater than when Mr. Côté’s company was acquired. He has brokered multi-million-dollar contracts with national and international corporations, penetrated untapped markets, and developed industry-leading products and services. Mr. Côté has led negotiations (Mergers & Acquisitions) to acquire many Regional & International companies. He has also managed and led integrations arising from many acquisitions, and skillfully handled all change-related challenges to ensure rapid assimilation and profitability. Mr. Côté has founded two companies in the past few years New Data Risk Solutions & Investigations Inc & Novel Data Investigative Learning Inc.

5.2 Disclosure for Restructuring Transactions

N/A

Item 6 Reliance on subsection 7.1(2) or (3) of National Instrument 51-102

N/A

Item 7 Omitted Information

None

Item 8 Officer

Lisa Kowan, Corporate Secretary

Item 9 Date of Report

August 31, 2020

Brand X Lifestyle Corp. Announces Management Changes

Vancouver, British Columbia– August 26, 2020 – Brand X Lifestyle Corp. (“Brand X” or the “Company”) (CSE: BXXX) today announces that Luke Montaine, Chief Operating Officer of the Company has resigned.

The Company further announces that Hani Zabaneh has resigned as a director of the Company, and Sean Cote has been appointed a director to fill the vacancy created by Mr. Zabaneh’s resignation.

Mr. Côté is a multitalented, experienced operations executive with a proven ability to lead the growth and development of dynamic entrepreneurial enterprises through assembling high-performing teams, maximizing revenue-generating opportunities, and increasing operational efficiencies. Mr. Côté sold his privately held company in 2008 and remained with the purchasing company for over seven years where he contributed to that company’s successes, as revenues over that same period were ten times greater than when Mr. Côté’s company was acquired. He has brokered multi-million-dollar contracts with national and international corporations, penetrated untapped markets, and developed industry-leading products and services. Mr. Côté has led negotiations (Mergers & Acquisitions) to acquire many Regional & International companies. He has also managed and led integrations arising from many acquisitions, and skillfully handled all change-related challenges to ensure rapid assimilation and profitability. Mr. Côté has founded two companies in the past few years New Data Risk Solutions & Investigations Inc & Novel Data Investigative Learning Inc.

The Company wishes to thank Mr. Zabaneh for his contributions to the Company and wishes him all the best in his future endeavors.

About Brand X Lifestyle Corp.

Brand X (CSE: BXXX) is an investment issuer that actively invests in a diversified portfolio of early-stage to mid-level companies. Brand X leverages its extensive network of operators and global thought leaders to provide investors with unparalleled access to investments that are not normally accessible to the average retail investor. In addition to Ag Tech and Mining Tech IP, the Brand X portfolio now includes IP within the Global Hemp Consumer Brand vertical. Brand X provides capital, experience, and support to emerging market leaders in the progressive health, wellness, and technology spaces while building shareholder value.

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