

Form 51-102F3
Material Change Report

Section 7.1 of National Instrument 51-102
Continuous Disclosure Obligations

Item 1 Name and Address of Company

1933 Industries Inc.
(formerly Friday Night Inc.)
105 – 45655 Tamihi Way
Chilliwack, BC, V2R 2M3

Item 2 Dates of Material Change

April 15, 2019

Item 3 News Release

A news release relating to the material change was disseminated Canada News Wire on April 15, 2019. The news release has also been filed on the System for Electronic Document Analysis and Retrieval (“SEDAR”) and is available at www.sedar.com.

Item 4 Summary of Material Change

1933 Industries Inc. (the “Company” or “1933 Industries”) announced the execution of an exclusive licensing agreement (the “Agreement”) between Gotti’s Gold Ex LLC and Alternative Medicine Association LC (“AMA”), for the launch of Gotti’s Gold in Nevada, a new line of branded cannabis products in partnership with legendary hip-hop artist Kurupt. The Agreement expires on November 9, 2019, and is subject to renewal for an additional twelve (12) month term..

Item 5 Full Description of Material Change

1933 Industries Inc. (the “Company” or “1933 Industries”) announced the execution of an exclusive licensing agreement (the “Agreement”) between Gotti’s Gold Ex LLC and Alternative Medicine Association LC (“AMA”), for the launch of Gotti’s Gold in Nevada, a new line of branded cannabis products in partnership with legendary hip-hop artist Kurupt. The Agreement expires on November 9, 2019, and is subject to renewal for an additional twelve (12) month term..

Gotti's Gold is an exclusive premium collection of fine cannabis products intended to appeal to adult-users of all demographics. Having served as Executive Vice President of Death Row Records, Kurupt is one of the most influential hip-hop artists in the business, playing an instrumental role in the launch of the early careers of some of the biggest names in hip-hop from 2Pac and Warren G to Dr. Dre and Snoop Dogg. Kurupt entered the cannabis business as the original creator of now world-famous Moonrocks, and has been working with AMA since 2017, when it launched “The Real Kurupt’s Moonrocks” in Nevada.

The following products will form the new line of Gotti's Gold: premium flower, pre-rolls, THC cartridges, Gold Nuggets (infused flower covered in Kief), CBD cartridges, and a branded line of concentrates including wax, and shatter. The extensive premium collection will be launched on April 20, at Las Vegas’ largest 420 celebration, taking place at the NUWU Cannabis Marketplace and sponsored by Canna Hemp™, a 1933 Industries brand. The products will be delivered to licensed dispensaries in Nevada through the Company’s own distribution networks.

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

Not applicable.

Item 7 Omitted Information

Not Applicable.

Item 8 Executive Officer

Brayden Sutton, President & CEO
604-674-4756 (ext. 1)

Item 9 Date of Report

April 16, 2019.