

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.
105 – 45655 Tamih Way
Chilliwack, BC, V2R 2M3

Item 2 Dates of Material Change

January 24, 2020

Item 3 News Release

A news release relating to the material change was disseminated by CISION, CNW Group Ltd. on January 24, 2020. 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 appointment of seasoned senior executives in the beauty and CPG industries to its Board of Directors. The Company welcomes Ms. Lisa Capparelli and Mr. Mark Baynes to the board and announces that Mr. Brayden Sutton and Mr. Cameron Watt have resigned as directors. Mr. Terry Taouss has been appointed Chairman of the Board.

Item 5 Full Description of Material Change

1933 Industries Inc. (the “Company” or “1933 Industries”) (CSE: TGIF) (OTCQX: TGIFF), announced the appointment of seasoned senior executives in the beauty and CPG industries to its Board of Directors. The Company welcomes Ms. Lisa Capparelli and Mr. Mark Baynes to the board and announces that Mr. Brayden Sutton and Mr. Cameron Watt have resigned as directors. Mr. Terry Taouss has been appointed Chairman of the Board.

Ms. Lisa Capparelli is a global marketing executive with deep expertise in creating 360 brand universes, award winning programs and driving business transformation within the beauty industry. Ms. Capparelli has successfully developed effective, innovative marketing and communication strategies for iconic beauty companies including Coty, L’Oréal and Revlon. She possesses a deep understanding of the power of paid, owned and earned media and has extensive experience in creating exclusive partnerships within the beauty and entertainment industries. She is highly adept at identifying emerging beauty trends and creating award-winning digital and influencer marketing platforms. Ms. Capparelli’s expertise will be invaluable as 1933 Industries continues to focus on brand development, consumer engagement and sales growth across the United States.

Mr. Baynes is a senior marketing executive with over 30 years’ bluechip experience in the CPG industry, having worked for Nestle, Kraft, Kellogg’s, and Keurig. During his tenure at Kellogg’s as Global Chief Marketing Officer, Mr. Baynes was responsible for the company’s global brand agenda and overseeing the effectiveness of its marketing capability, brand investment and the execution of its consumer agenda. Mr. Baynes brings a wealth of experience in the areas of consumer, portfolio and brand strategy. As a member of the Kellogg’s executive leadership team for over 7 years, Mr. Baynes was involved with and contributed to the overall leadership of the business. Mr. Baynes held senior positions within the Association of National Advertisers (ANA) and as a Board Member on the Ad Council. With extensive CPG and marketing experience, Mr. Baynes joins the 1933 Industries’ Board to advise on its overall marketing strategy as the Company advances to its next growth phase.

Mr. Brayden Sutton stepped down from the Board of Directors in order to focus on his family. With vast capital markets and cannabis industry experience, Mr. Sutton will continue to support the Company in an advisory role.

The Company also announces that Ms. Alexia Helgason has been appointed VP of Investor Relations and that Mr. Jordan Stroum has been named Director of Operations for 1933 Industries.

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

Chris Rebentisch, CEO
604-674-4756 (ext. 1)

Item 9 Date of Report

January 27, 2020.