

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.
Suite 300 – 1055 W. Hastings Street
Vancouver, BC, V6E 2E9

Item 2 Dates of Material Change

June 15, 2020

Item 3 News Release

A news release relating to the material change was disseminated by CISION on June 15, 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 appointments of Mr. Paul Rosen as Interim CEO and Mr. Eugene Ruiz as President, effective immediately, to guide the strategic direction of the Company into a new phase of development.

Item 5 Full Description of Material Change

1933 Industries Inc. (the “Company” or “1933 Industries”) (CSE: TGIF) (OTCQX: TGIFF), a vertically-integrated cannabis consumer packaged goods company, announces the appointments of Mr. Paul Rosen as Interim CEO and Mr. Eugene Ruiz as President, effective immediately, to guide the strategic direction of the Company into a new phase of development.

Mr. Paul Rosen is a successful entrepreneur and a pioneer in the global cannabis industry, having founded, led and invested in multiple companies over the past decade. He co-founded PharmaCan Capital Corp. (NASDAQ:CRON; TSX:CRON) and served as its first President and CEO. He has held board positions with a number of publicly-traded cannabis companies and currently serves as the Executive Chairman of Global Go, a consultancy focused on the global regulated cannabis industry. Mr. Rosen is also a significant shareholder in 1933 Industries, as a result of his private placement investment in the Company in March 2019.

Mr. Eugene Ruiz is a seasoned executive with strong leadership skills and broad-based operational expertise. He has held numerous executive positions - including CEO, CFO and COO - across a number of industries in the United States. Mr. Ruiz has led the turnaround of several companies into profitable enterprises. Most recently, Mr. Ruiz served as CFO and Executive Vice President of the largest privately-owned, multi-state retail nursery operation in the western US, where he led the company from break-even to profitability, while quadrupling revenue.

As part of the leadership changes, Mr. Chris Rebentisch has departed the Company and will no longer serve as CEO, and Ms. Ester Vigil will no longer serve as President.

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

Terry Taouss, Chairman
604-674-4756 (ext. 1)

Item 9 Date of Report

June 15, 2020.