

**FORM 51-102F3
MATERIAL CHANGE REPORT**

Item 1: Name and Address of Reporting Issuer

Sire Bioscience Inc. (the “Company”)
213 Sterling Road, Suite 206
Toronto, ON M6R 2B2

Item 2: Date of Material Change

September 9, 2019 and September 11, 2019.

Item 3: News Release

News releases were issued and disseminated on September 9, 2019 and September 11, 2019 and filed on SEDAR (www.sedar.com).

Item 4: Summary of Material Changes

The Company announced it has received final approval from the Canadian Securities Exchange (“CSE”) for the change of business and completion of the name change to Sire Bioscience Inc. (“Sire”) and that it has received its Industrial Hemp Production License from Health Canada. See Item 5 for details.

Item 5: Full Description of Material Change

On September 9, 2019, the Company announced that, further to its news release of August 29, 2019, it has completed all matters relating to its change of business, including receiving final approval from the CSE, completion of a name change to Sire, and pursuant to a CSE bulletin, will commence trading on the CSE under the symbol “SIRE” on September 11, 2019.

The Company will also affect management changes in conjunction with the completion of the transaction.

On the listing date, the directors and officers of Sire will consist of:

- Brian Polla, COO and director
- Jeff Zanini, CEO and director
- Sean McGrath, CFO
- Jerry Habuda, director
- Adrian Burke, director
- Brian Nugent, director

The Company has officially launched its new website at www.sirebioscience.com.

On September 11, 2019, the Company announced in a milestone achievement that will change the face of its entire business, Sire’s wholly owned company, Best Cannabis Products Inc. (“BCP”), has received its Industrial Hemp License (“IHL”) from Health Canada.

This major milestone comes after a vigorous application process and establishes Sire – a world-class hemp production company – as a trusted, fully compliant hemp provider. For its investors, it will also mean faster *speed to revenue*, as the Company prepares to launch a wide range of CBD-infused edibles, beverages, personal care products, pet care solutions, and more.

CBD: An Exciting, High-Growth Market

Society’s interest in CBD products is more than just a passing trend. In fact, Brightfield Consulting Group forecasts that CBD sales will grow to over \$22 billion by 2022. For consumers, the excitement lies in its many natural health benefits. CBD has been shown to help calm anxiety, reduce inflammation, improve skin health, and support overall well-being in a number of ways. There is also the customization aspect. CBD products come in a variety of forms – such as oils, edibles, drink infusions, and creams – to suit different lifestyles.

For savvy investors, the unprecedented demand for CBD can translate into exceptional returns. The key is investing in a company such as Sire, which has secured the necessary licensing and puts consumer needs first.

A Winning “House of Brands” Strategy

Sire understands that hemp consumer want *choice*. They are multi-dimensional and seek different products for different occasions. That’s why it has chosen a strategic “**House of Brands**” approach that will offer a variety of premium products under one roof.

Sire will act as the master brand, with a number of line extensions/sub-brands housed under it. While each sub-brand will deliver a unique function, format, or user experience, all sub-brands will ladder up to one aspirational lifestyle brand – Sire. Currently, Sire has 15 trademarks in the filing process with the CIPO. This will help differentiate its products from the competition and protect its investors.

Room to Grow

The Sire growing operation combines indoor, greenhouse, and prime outdoor agricultural land. It is set on a state-of-the-art agricultural facility in Leamington, Ontario, an area known as the “Sun Parlour of Canada” due to its warm temperatures and ideal growing conditions. With 160,000 square feet of growing space on 50 acres of land, the facility was also chosen for its expansion potential.

Adaptability = Faster Revenue

While Sire and other hemp cultivators prepare for October 2019, Zanini stresses the importance of adaptability.

Sire also has assembled a first-class team of seasoned supply chain experts, with more than 25 years of experience in regulatory, packaging, and brand building.

In the meantime, Sire is committed to industry R&D, and has begun exploring Health Canada approved hemp/CBD varieties. The new Industrial Hemp Licensing gives Sire immediate cultivation, propagation, nursery, and formulation/manufacturing capabilities to meet consumer demand and support long-term business growth.

About Sire Bioscience

Sire’s principal business activity is to engage in the investment, production of and sale of hemp for CBD extraction. Sire has its wholly owned state-of-the-art facility in Leamington, Ontario – a preeminent locale for hemp cultivation in Canada. The land parcel included 50 Acres of prime horticultural land, with 160,000 sq ft facility of combined greenhouse and indoor space. Our goal is to become a vertically integrated CPG life science company with our “House of Brands” offering. Sire is headquartered in Toronto, Ontario and is backed by a group of successful entrepreneurs who have extensive experience in the areas of manufacturing, logistics and renewable energy.

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

Not applicable.

Item 7: Omitted Information

None.

Item 8: Executive Officer

Jeff Zanini, CEO
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Item 9: Date of Report

September 11, 2019.