

FORM 51-102F3
MATERIAL CHANGE REPORT

Item 1: Name and Address of Reporting Issuer

Sire Bioscience Inc. (the “Company”)
2500 Meadowpine Blvd, Unit 202
Mississauga, ON L5N 6C4

Item 2: Date of Material Change

June 16, 2020.

Item 3: News Release

News releases were issued and disseminated on June 17, 2020 and filed on SEDAR (www.sedar.com).

Item 4: Summary of Material Changes

The Company announced director changes. See Item 5 for full details.

Item 5: Full Description of Material Change

The Company announced that Michael Lines has been appointed as a member of the board of directors of the Company, effective immediately.

Mr. Lines brings 25 years’ experience in the natural and traditional consumer-packaged-goods industries. His areas of expertise include global go-to-market sales, brand strategy, operations, customer marketing, and building cultures and teams.

Mr. Lines is currently the General Manager of Simply Good Foods Canada Inc. and Simply Protein North America, Atkins Canada. Mr. Lines manages the full P&L including all manufacturing, marketing, sales, supply chain, HR, finance, Q/A, and new product development. During his time at Flow Water Inc., Mr. Lines worked alongside the founder to scale the Canadian business from 100 doors to 5,500 while negotiating initial phase of the US build out including distributor, broker, and retail contracts. Mr. Lines was the Vice President, Global Sales & Marketing at Taste of Nature Foods Inc. where he led numerous branded and private label launches in the US, Europe, Asia, and Australia resulting in doubling the size of the company over 2 years. Additional experience includes Cadbury Plc and Nabisco while also spending time consulting for a global firm.

Mr. Lines also sits on the Food & Consumer Products (FCPC) advisory committee and the marketing sub-committee for the Plant Based Food Council (PBFC).

Mr. Lines received his Bachelor of Commerce, Economics and Finance at the University of Guelph including time at the London School of Economics.

To facilitate the change in management, Jerry Habuda has stepped down as a director of the Company. The Company sincerely thanks Mr. Habuda for his contribution as a director of the Company and wishes him the best in his future endeavours.

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

Brian Polla, CEO and COO
E: ir@sirebioscience.com

Item 9: Date of Report

June 17, 2020.