

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

**Item 1: Name and Address of Reporting Issuer**

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

**Item 2: Date of Material Change**

May 5, 2021.

**Item 3: News Release**

A news release was issued and disseminated on May 5, 2021 and filed on SEDAR ([www.sedar.com](http://www.sedar.com)).

**Item 4: Summary of Material Changes**

The Company announced the appointment of a new director. See Item 5.

**Item 5: Full Description of Material Change**

The Company announced that it has named highly respected brand building, strategic marketing and retail merchandising leader Brian Cavanaugh to its Board of Directors. Cavanaugh brings 22 years of experience, having led the ascent of numerous iconic multi-million dollar, industry-standout brands from leading organizations.

A significant portion of Cavanaugh’s experience connects deeply with the continual high-growth areas of health and wellness. Most recently, he served as Global Chief Brand Officer and Chief Marketing Officer for Iovate Health Sciences, representing premium active nutrition and lifestyle nutraceutical products including brands such as Hydroxycut, MuscleTech and Six Star Pro Nutrition.

He was instrumental in successfully rebranding and launching major brands in the Iovate brand portfolio. He led with the management team in delivering one of the most sizable nutritional supplement transactions in the industry, when Iovate was purchased by XiWang Foodstuffs for \$730 million in 2016.

Cavanaugh previously served as a Senior Executive for MusclePharm, where he managed a \$200 million upstart brand portfolio including retail strategy, brand marketing, product development and merchandising across 50,000 points of distribution and more than 100 countries.

Prior to that, Cavanaugh was with GNC, Inc. for eight years, rising to executive positions of increasing responsibility. He held executive merchant and brand accountability encompassing \$1.6 billion in revenue across GNC offline and online stores. By effectively managing and implementing market-leading strategies from 400-plus vendors, he delivered one of the most successful brand merchandising tenures in the industry that resulted in record company results. His resume includes strategizing, designing and commercializing the entire GNC AMP brand that generated \$80 million in its first year, as well as the Beyond Raw brand that delivered \$22 million on its own just under two years later. Both brands are still an integral part of GNC today.

Cavanaugh spent his early career in licensing and retail at the University of Pittsburgh and at electronic-retailer QVC. He earned an MBA in marketing from the University of Pittsburgh, Katz Graduate School of Business.

**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**

For further information, please contact:

Brian Polla, CEO  
Contact: [ir@plantfuel.com](mailto:ir@plantfuel.com)

**Item 9: Date of Report**

May 13, 2021.