

FORM 51-102F3
MATERIAL CHANGE REPORT

Item 1: Name and Address of Reporting Issuer

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

Item 2: Date of Material Change

July 31, 2021.

Item 3: News Release

A news release was issued and disseminated on August 3, 2021 and filed on SEDAR (www.sedar.com).

Item 4: Summary of Material Changes

The Company announced the appointments of Brad Pyatt as CEO and director, Maria Dane as President and Brian Cavanaugh as Chairman of the Board of the Company effective July 31, 2021.

Brian Polla resigned as CEO of the Company but remains a director of the Company.

Item 5: Full Description of Material Change

The Company announced Brad Pyatt and Maria Dane to its executive leadership team, while naming Brian Cavanaugh as Chairman of the Board. Together, these powerhouse experts have managed more than one billion in sales and bring more than 50 years of combined experience across a broad range of industries.

The Company is an all-new, premium plant-based nutritional supplement brand developed in conjunction with GNC to deliver the absolute best-possible products available, successfully bridging the gap between healthy, plant-based nutrition and peak performance – and that does so with compostable, eco-conscious and responsibly sourced packaging. The official product launch is anticipated in August 2021.

Company founder Brad Pyatt is formally stepping into the position of CEO. A former NFL athlete turned entrepreneur, Pyatt was once named among the Top 50 Successful Athlete Entrepreneurs of All Time and among the Top 100 Influential Leaders in the Food Industry. Pyatt has a reputation for upending traditional thinking to create multi-million dollar brands.

Maria Dane is now the Company’s President. She spent more than seven years in various business development roles for Amazon, including leading global partnerships and growth initiatives for Reckitt Benckiser, Colgate, J&J, Kimberly Clark; and building the Direct-to-Consumer Emerging Brands program for Amazon’s Marketplace (3P), where she helped launch and scale over 100 hand-picked, strategic brands. Most recently, Maria has been working privately with companies looking to transform the digital channel footprint and win in their respective categories, including GlaxoSmithKline (GKS) and LG Electronics.

Brian Cavanaugh, who joined the Company’s Board of Directors in May 2021, has been named Chairman of the Board. Cavanaugh is a highly respected brand building, strategic marketing and retail merchandising leader. He brings 22 years of experience, having led the ascent of numerous iconic multi-million dollar, industry-standout brands from leading organizations.

Brian Polla resigned as CEO of the Company but remains a director of the Company.

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:

Brad Pyatt, CEO
Contact: ir@plantfuel.com

Item 9: Date of Report

August 11, 2021.