

FORM 51-102F3
MATERIAL CHANGE REPORT

Item 1: Name and Address of Reporting Issuer

EuroLife Brands Inc. (the “Company”)
804-750 West Pender Street
Vancouver, BC V6C 2T7

Item 2: Date of Material Change

October 15, 2019.

Item 3: News Release

A news release was issued and disseminated on October 16, 2019 and filed on SEDAR (www.sedar.com).

Item 4: Summary of Material Changes

The Company announced the engagement of a merchant banking and advisory firm and the resignation of Steve Loutskou as an officer and director of the Company.

Item 5: Full Description of Material Change

The Company announced further progression into the European markets. Derek Ivany, Chairman of the EuroLife Advisory Board has continued to expand the EuroLife presence in Europe by leveraging existing networks and entering into a corporate advisory agreement (“the **Agreement**”) with JJ WOLF Investments Ltd. (“**WOLF**”) a merchant banking and advisory firm that has been tasked with establishing a physical foothold within premium CBD markets in Europe on behalf of EuroLife.

Under the terms of the Agreement, WOLF has been mandated with furthering the EuroLife business and brand across Europe and South America through various value enhancing corporate actions. Principals of WOLF have been involved in a variety of successful transactions for companies in the cannabis-hemp industry delivering on value-added targeted acquisitions and increasing shareholder value through revenue-generating opportunities. Additionally, WOLF actively manages a portfolio of growth oriented investments, the majority of which are focused on cannabis and tertiary industry segments, and will seek to maximize synergy where available across its portfolio companies and network of industry contacts.

With an expansive network and vast experience in the global cannabis industry to draw upon, EuroLife will benefit from the formal engagement of WOLF as the Company continues to expand upon its growth trajectory, particularly in continental Europe where EuroLife seeks to establish a strong presence in the burgeoning HEMP-CBD segment of Consumer Packaged Goods.

As EuroLife continues to shift additional focus towards European operations, in order to streamline corporate efficiencies, Steve Loutskou has resigned as COO, Secretary and a director of the Company and has accepted a strategic advisory position whereby he will leverage his 20 years of successful entrepreneurial, real estate and merger & acquisition experience for EuroLife in the European and South American marketplace. With a proven track record of success, we welcome Mr. Loutskou to tap into his retail roots and brand alignment to consumers, in bringing this knowledge to the forefront of our European objectives. We see this as a natural progression for Mr. Loutskou’s role at EuroLife as we align resource allocations to focus solely on the European markets.

About EuroLife Brands Inc.

EuroLife Brands (CSE: EURO) (Frankfurt: 3CM) (OTCPK: CANVF) is a leading global markets cannabis brand empowering the medical, recreational and CPG cannabis industry worldwide through a data-driven CBD marketplace supported by exclusive and unbiased physician-backed cannabis education and detailed consumer analytics.

About JJ Wolf

JJ WOLF Investments Ltd. is a merchant banking and advisory firm specializing in growth oriented opportunities with sector bias towards global hemp and cannabis, and emerging nutraceutical products within the health and wellness sector. JJ WOLF supports its portfolio companies and advisory mandates through its robust global network of industry contacts alongside a roster a high-net worth and boutique institutional investors.

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:

EuroLifeBrands.com

Contact: ir@eurolifebrands.com

Item 9: Date of Report

October 16, 2019.