

51-102F3
MATERIAL CHANGE REPORT

Item 1 Name and Address of Company

BevCanna Enterprises Inc. (the “**Company**”)
PO Box 33957 Vancouver D CSC
Vancouver, BC, V6J 4L7

Item 2 Date of Material Change

June 21, 2023.

Item 3 News Release

The news release dated June 21, 2023 was disseminated via Stockwatch and BayStreet.

Item 4 Summary of Material Change

The Company announced the appointment of experienced cross-industry executive Bruce Dawson-Scully as the new President of the Company, effective immediately.

Item 5 Full Description of Material Change

5.1 Full Description of Material Change

The Company announced the appointment of experienced cross-industry executive Bruce Dawson-Scully as the new President of the Company, effective immediately.

Melise Panetta, who previously served as President of the Company, will transition to lead Sales and Marketing initiatives for the Company. In her new role, Ms. Panetta will continue to focus on revenue generation, developing and executing consumer product strategies, managing relationships with key stakeholders, and supporting sales operations.

The material change is fully described in Item 4 above and in the attached news release which has been filed on SEDAR.

5.2 Disclosure for Restructuring Transactions

Not Applicable.

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

N/A

Item 7 Omitted Information

None

Item 8 Executive Officer

John Campbell, Chief Financial Officer
Telephone: 1-604-569-1414

Item 9 Date of Report

June 21, 2023.

BevCanna Appoints Experienced Cross-Industry Executive as President

Company appoints Bruce Dawson Scully to President, and Melise Panetta transitions to head of sales

VANCOUVER, British Columbia – June 21, 2023 - BevCanna Enterprises Inc. (CSE:BEV, Q:BVNNF, FSE:7BC) (“BevCanna” or the “Company”), an innovative lifestyle and wellness consumer packaged goods company, is pleased to announce the appointment of experienced cross-industry executive Bruce Dawson-Scully as the new President of the Company, effective immediately. Mr. Dawson-Scully is a highly successful entrepreneur and proven leader, with years of cross-industry executive experience.

Bruce was the founder of WeedMD, now known as Entourage Health Corp., where he played a pivotal role in the continued financial growth of the company. In addition to his work with WeedMD, Bruce is also the founder of Embark Health Inc.

Prior to his work in the cannabis industry, Bruce spent 22 years in senior leadership roles in both start-up and established Retirement and Long-Term Care communities, including Regency Care, Leisureworld Senior Care & Sterling Senior Living. His leadership and strategic vision were instrumental in the successful exit of these businesses for upwards of \$250M.

"We are thrilled to have Bruce join our team as President," said Marcello Leone, CEO of BevCanna. "His extensive experience and proven leadership in cross-industry executive roles, makes him the ideal person to drive the continued growth and success of our company."

Melise Panetta, who previously served as President of BevCanna, will transition to lead Sales and Marketing initiatives for the Company. In her new role, Ms. Panetta will continue to focus on revenue generation, developing and executing consumer product strategies, managing relationships with key stakeholders, and supporting sales operations.

"We are grateful for the contributions that Melise has made during her time as President of the Company," said Leone. "Her strategic vision and leadership have helped to position our Company for long-term success. We are pleased that she will continue to be a part of our team and look forward to her continued contributions in her new role."

About BevCanna Enterprises Inc.

BevCanna Enterprises Inc. (CSE:BEV, Q:BVNNF, FSE:7BC) is an innovative lifestyle & wellness consumer packaged goods company. BevCanna develops, manufactures and distributes lifestyle and wellness consumer packaged goods for in-house brands and white-label clients via a multichannel sales network.

Based in British Columbia, Canada, BevCanna owns a pristine alkaline spring water aquifer and a high capacity 40,000–square–foot, Health Canada and HACCP certified flexible manufacturing facility in Osoyoos, British Columbia. The Company's extensive distribution network includes traditional and regulated retail distribution, and online through its market-leading brands.

On behalf of the Board of Directors:

John Campbell, Chief Financial Officer and Chief Strategy Officer
Director, BevCanna Enterprises Inc.

For media enquiries or interviews, please contact:

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Disclaimer for Forward-Looking Information

Forward-Looking Information: This news release may include forward-looking information within the meaning of Canadian securities legislation, concerning the business of the Company. Forward-looking information is based on certain key expectations and assumptions made by the management of the Company, including the statements regarding future growth of the Company. Although the Company believes that the expectations and assumptions on which such forward-looking information is based are reasonable, undue reliance should not be placed on the forward-looking information because the Company can give no assurance that they will prove to be correct. Forward-looking statements contained in this press release are made as of the date of this press release. The Company disclaims any intent or obligation to update publicly any forward-looking information, whether as a result of new information, future events or results or otherwise, other than as required by applicable securities laws. There can be no assurance that such statements will prove to be accurate and actual results and future events could differ materially from those anticipated in such statements. Important factors that could cause actual results to differ materially from the Company's expectations include: the inability to revoke the current Cease Trade Order; inability to raise additional funds required to operate the business; continued downturn in the cannabis and cannabis beverage markets; adverse market conditions; and other factors beyond the control of the parties. The reader is cautioned that assumptions used in the preparation of any forward-looking information may prove to be incorrect. Events or circumstances may cause actual results to differ materially from those predicted, as a result of numerous known and unknown risks, uncertainties, and other factors, many of which are beyond the control of the Company. The reader is cautioned not to place undue reliance on any forward-looking information contained in this news release.