

## 51-102F3 MATERIAL CHANGE REPORT

### Item 1 Name and Address of Company

**VSBLTY GROUPE TECHNOLOGIES CORP. (the “Company”)**

#300 – 417 North 8th Street  
Philadelphia, Pennsylvania  
19123

### Item 2 Date of Material Change

May 3, 2022

### Item 3 News Release

The Company disseminated a news release dated May 3, 2022 and subsequently filed a copy on [www.sedar.com](http://www.sedar.com).

### Item 4 Summary of Material Change

The Company entered into a monthly software as a service (“SaaS”) agreement with Winkel Media, S.A.P.I. de C.V (“Winkel Media”) to begin a phase one installation of Golden Record in its convenience store media network throughout Latin America.

### Item 5 Full Description of Material Change

On May 3, 2022, the Company entered into a monthly SaaS agreement with Winkel Media to begin a phase one installation of Golden Record in its convenience store media network throughout Latin America. The initial rollout has started in Mexico, Peru, Ecuador, Colombia and the Dominican Republic, and is expected to expand with new installations as Winkel Media grows its planned 50,000-store network.

Winkel Media is an in-store media technology company that is a joint venture of the Company, its Latin American partner Retailigent, S.A. de C.V. and Cerveceria Modelo de Mexico, S. de R.L. de C.V. that is already operational. The technology company developed the first retail Digital Out of Home (DOOH) network in Latin America

Golden Record uses free guest Wi-Fi in stores to improve the customer experience, and customize messages to inform, influence and motivate individuals to make impulse purchases at point of sale. The program also provides a new revenue stream from advertising dollars raised from marketing to customers based on their mobile data.

This important new feature of Winkel Media’s media network is being introduced in Latin American countries, many of which have limited public access to the Internet. In participating stores, Golden Record provides free Wi-Fi access to customers on their own devices. Once they opt in, shoppers receive money-saving coupons and content specialized to their individual interests and preferences during their current and future store visits.

In addition to new advertising revenue, stores gain increased traffic and higher sales, as well as happy customers that now have free Wi-Fi access that may not be available in their homes. Customers are more engaged with in-store digital messages personalized to them, while also receiving coupons and special value offers on their mobile phones or tablets.

Brands are already experiencing the benefits of in-store communications to customers right at the point of sale as participants in the existing Winkel Media advertising network in bodegas through Latin America. Brands will also have access to data that includes more information about

customer shopping habits and product preferences in real time, while gaining increased sales through ad impressions delivering personalized content and couponing.

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

This report is not being filed on a confidential basis in reliance on subsection 7.1(2) of National Instrument 51-102.

**Item 7 Omitted Information**

No information has been omitted on the basis that it is confidential information.

**Item 8 Executive Officer**

The following officer of the Company is knowledgeable about the material change disclosed in this report: Jay Hutton, CEO and Director, Tel: 1-877-261-4466

**Item 9 Date of Report**

June 14, 2022