

Form 51–102F3
MATERIAL CHANGE REPORT

Item 1. Name and Address of Company

Eat Beyond Global Holdings Inc. (the “Company”)
1570 - 505 Burrard Street
Vancouver, BC V7X 1M5

Item 2. Date of Material Change

July 12, 2021

Item 3. News Release

News Release dated July 19, 2021 was disseminated via Stockwatch and Market News and filed on SEDAR.

Item 4. Summary of Material Change

The Company appoints Michael Aucoin as Chief Executive Officer concurrent with the resignation of Patrick Morris as Chief Executive Officer effective July 12, 2021.

Item 5. Full Description of Material Change

5.1 Full Description of Material Changes

On July 19, 2021, the Company announced the appointment of Michael Aucoin as the Company's new Chief Executive Officer, taking the place of Patrick Morris, who has served as Eat Beyond's Chief Executive Officer since its inception in the Fall of 2019. Aucoin has over 25 years of experience in food sales management and the consumer packaged goods industry. He comes to Eat Beyond having worked most recently as the Principal for MJA Consulting, where he focused on product launch, and market and corporate development. Prior roles include leadership roles at Advantage Solutions, Agropur, Hershey's, and Smuckers. Aucoin holds an MBA from Queens University in Ontario, and a Bachelor of Science degree with Honours from the University of Ottawa in Ontario.

The team is very grateful to Patrick Morris for his work building a solid foundation and team for Eat Beyond.

5.2 Disclosure for Restructuring Transactions

Not applicable.

Item 6. Reliance on subsection 7.1(2) of National Instrument 51–102

Not applicable.

Item 7. Omitted Information

None.

Item 8. Executive Officers

The following senior officer of the Company is knowledgeable about the material change and this Material Change Report and may be contacted:

Geoff Balderson, Chief Financial Officer
Telephone: 604 961-0296

Item 9. Date of Report

DATED at Vancouver, BC, this 9th day of August 2021.