

BILLY GOAT BRANDS LTD.
Suite 810, 789 West Pender Street
Vancouver, British Columbia, Canada V6C 1H2

September 7, 2022

British Columbia Securities Commission
Alberta Securities Commission
Financial and Consumer Affairs Authority of Saskatchewan
The Manitoba Securities Commission
Ontario Securities Commission
Financial and Consumer Services Commission (New Brunswick)
Nova Scotia Securities Commission
Prince Edward Island Securities Office
Government of Newfoundland and Labrador Financial Services Regulation Division
The Canadian Depository for Securities
Canadian Securities Exchange

Dear Sirs/Mesdames:

Re: Billy Goat Brands Ltd. (the “Issuer”) Name Change to GOAT Industries Ltd.

The Issuer has its common shares listed and trading on the Canadian Securities Exchange (“CSE”). The Issuer’s current ISIN # is CA0901871057 and its current CUSIP # is 090187105 for its common shares. The Company currently trades under the symbol “GOAT”.

On September 7, 2022, the Company changed its name to GOAT Industries Ltd. (the “**New Name**”) with the BC Corporate Registry.

Pursuant to CSE Policy 9, please be advised that on September 12, 2022, the Effective Date, the Issuer’s common shares will trade under the New Name. The Company’s symbol will remain the same (“GOAT”).

The new ISIN # is CA3802J1030 and the new CUSIP # is 38021J103 with respect to the Issuer’s common shares.

We trust you will find the foregoing to be in order, however if you have any questions or concerns, please feel free to contact the undersigned.

Sincerely,

BILLY GOAT BRANDS LTD.

Per: “*Lawrence Hay*”

Lawrence Hay, Director & CEO