

FORM 51-102F3
MATERIAL CHANGE REPORT
UNDER NATIONAL INSTRUMENT 51-102

Item 1 Name and Address of Company

Vitality Products Inc. (“Vitality” or the “Company”)
837 West Hastings Street
Suite 304
Vancouver, BC V6C 3N6

Item 2 Date of Material Change

January 10, 2017

Item 3 News Release

The news release concerning the material changes described herein was disseminated through CNW Newswire on January 10, 2017.

Item 4 Summary of Material Change

The Company appoints Canadian Broker

Item 5 Full Description of Material Change

5.1 Full Description of Material Change

The Company announced that Acosta Canada Corporation (Acosta) has been appointed as national broker for Vitality.

Acosta, through its Natural / Specialty Sales division, will work with Vitality and the Company’s established distributors to promote the sales and marketing of Vitality products across Canada. The broker will solicit orders, present the line to new retailers, support in-store merchandising, execute business plans and prioritize retailers and services to meet sales and marketing objectives.

Vitality is currently established in 375 stores. The Company and its distributors, Purity Life Health Products LP and Christmas Natural Foods Ltd., will work together with Acosta to increase Vitality’s brand awareness, product introduction and service to retailers nationally. More information on Natural / Specialty Sales is available at www.acosta.ca/naturalspecialtysales or by calling 905-856-8252.

5.2 Disclosure for Restructuring Transactions

Not applicable.

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

Not applicable.

Item 7 Omitted Information

Not applicable.

Item 8 Executive Officer

W. Douglas Grant
President & CEO
Tel: (604) 683-6611
E-mail: info@vitality.ca

Item 9 Date of Report

January 11, 2017