

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

November 6, 2019

Item 3 News Release

The news release concerning the material changes described herein was disseminated through CNW Newswire on November 6, 2019.

Item 4 Summary of Material Change

The Company announced its upcoming marketing and product launch into the United States.

Item 5 Full Description of Material Change

5.1 Full Description of Material Change

The Company announced its upcoming marketing and product launch into the United States. The Company has completed all FDA filings for its complete product line previously sold only in the Canadian market. Products manufactured in Canada have cleared customs into the United States and will be available for sale commencing in the Company’s fourth quarter (November 1, 2019 – January 31, 2020).

The dietary supplement market in the U.S. is projected to be on the rise. By 2024 the value of the U.S. dietary supplement market is forecast to reach US\$56.7 billion. This would be a significant increase from 2016 when the market was valued at US\$31.7 billion.¹ The U.S. market, a high income economy, is heavily focused on preventive health and accounts for almost a quarter of global supplement sales (valued at US\$132.8 billion in 2016). The main types of dietary supplements available in this market are botanicals, vitamins, enzymes, amino acids and minerals.²

¹<https://www.statista.com/statistics/828481/total-dietary-supplements-market-size-in-the-us/>

²<https://www.globenewswire.com/news-release/2019/08/28/1907727/0/en/Dietary-Supplements-Market-Global-Industry-Revenue-To-Surge-To-US-220-3-Bn-By-2022.html>

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

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

Item 9 Date of Report

November 6, 2019