**FORM 51-102F3**
**MATERIAL CHANGE REPORT**

**Item 1 Name and Address of Company**

Seegnal Inc. ("**Seegnal**" or the "**Corporation**")
3700, 888 – 3rd Street S.W.
Calgary, Alberta T2P 5C5

**Item 2 Date of Material Change**

November 17, 2025

**Item 3 News Release**

A news release relating to the material change was issued and disseminated via Newsfile and filed on SEDAR+ on November 17, 2025.

**Item 4 Summary of Material Change**

The Corporation announced the appointment of Elad Bibi-Aviv as Chief Executive Officer, effective December 16, 2025. Mr. Bibi-Aviv succeeds Mr. Eyal Schneid, who will continue to contribute to Seegnal in his new role as General Manager of Seegnal E-Health Ltd., the operating subsidiary in Israel.

Seegnal also announced that the board of directors of the Corporation approved the grant of stock options pursuant to its equity incentive plan to Mr. Bibi-Aviv to purchase up to an aggregate of 1,359,571 common shares in the capital of the Corporation.

**Item 5 Full Description of Material Change**

*5.1 Full Description of Material Change*

Please see Schedule "A" attached to and forming part of this report for the news release, which provides a full description of the material change.

*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**

Not applicable.

**Item 8 Executive Officer**

The following executive officer of the Corporation is knowledgeable about the material change and may be contacted about this report:

Eyal Schneid, Chief Executive Officer
Telephone: +972-54-4770558

**Item 9 Date of Report**

November 19, 2025

## SCHEDULE “A”

**See attached.**

**SEEGNAL INC.**
**ANNOUNCES THE APPOINTMENT OF ELAD BIBI-AVIV AS NEW CHIEF EXECUTIVE OFFICER**

**NOT FOR DISTRIBUTION TO U.S. NEWSWIRE SERVICES OR FOR DISSEMINATION IN THE UNITED STATES**
**FOR IMMEDIATE RELEASE**

**CALGARY, ALBERTA – November 17, 2025** – Seegnal Inc. (TSXV: SEGN) ("**Seegnal**" or the "**Corporation**"), a global leader in SaaS-based clinical decision support solutions for detecting and resolving drug-related problems, is pleased to announce the appointment of Elad Bibi-Aviv, Esq. as Chief Executive Officer of Seegnal Inc. effective December 16, 2025.

Bibi-Aviv brings extensive leadership experience across the AI, fintech, biotech and health-tech industries, with a proven track record in scaling revenue operations and driving strategic growth. A two-time exit entrepreneur, he has built and led high-performing teams in both startup and established ventures.

Between 2021 and 2022, Bibi-Aviv founded and served as CEO of Covary, an Israeli insurtech company, where he led the company to more than 10,000 customers. Following Covary's success in the U.S. market, he played a key role in its acquisition by a U.S. insurance carrier, just two years after its founding.

After the acquisition, Bibi-Aviv joined NeuroKaire, an Israeli AI-driven health-technology provider that leverages artificial intelligence and stem-cell technology to match patients with effective psychiatric medications and eliminate the trial-and-error process in prescribing. At NeuroKaire, he led the company's operations, regulations and sales to U.S. healthcare providers and HMOs.

Bibi-Aviv succeeds Mr. Eyal Schneid, who will continue to make valuable contributions to Seegnal in his new role as General Manager of Seegnal E-Health Ltd., the operating subsidiary of Seegnal in Israel.

Mr. Nir Dor, Chairman of Seegnal, commented:
"We are delighted to welcome Elad Bibi-Aviv to Seegnal's leadership team. His proven experience in building AI companies and successfully selling to healthcare providers in the U.S. positions him perfectly to lead Seegnal through its next phase of growth. We are confident that under his leadership, Seegnal will accelerate its expansion and bring its life-saving platform to clinicians and pharmacists worldwide, while simultaneously delivering major cost savings to insurance carriers and HMOs by reducing unnecessary drug usage and hospitalization."

Seegnal also announces that the board of directors of the Corporation has approved the grant of stock options pursuant to its equity incentive plan (the "**Plan**") to Bibi-Aviv to purchase up to an aggregate of 1,359,571 common shares in the capital of the company (the "**Options**"). The Options are exercisable at a price of $0.80 per common share and will expire 10 years from the date of grant. The Options are subject to the terms of the Plan, the applicable Option agreement, and the requirements of the TSX Venture Exchange.

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**About Seegnal**

Seegnal is a public company that aims to solve one of the top causes of death and injuries in the modern world – Adverse Drug Effects (ADEs). Seegnal's Clinical Decision Support system introduces a paradigm shift in the approach to this problem by implementing a new elevated Patient-Centric Standard.

Seegnal's SaaS technology exclusively integrates, at the point-of-care, unique patient-specific data such as genetics, lab results, ECG, smoking status, allergies, food interactions, gender, age, and the effects of many concomitant medications, while reducing the current alert load for clinicians by over 90%.

Clinicians using Seegnal eHealth complete their prescription workflow with limited interruption, saving time and fatigue. Patients enjoy more tailored medication and improved safety, leading to better quality of life, with precision alerts reaching up to 98% accuracy. Institutions have reported reductions in admissions, medication consumption, and significant time savings in prescription renewals.

Seegnal eHealth is marketing its SaaS-based platform in Israel (where the Ministry of Health recently adopted Seegnal's patient-specific standard as the new standard in governmental hospitals), the UAE, the United Kingdom, the United States, and Poland. The platform is currently a "standard of care" system for over 10,000 clinicians in Israel, used daily for prescribing medications.

See [www.seegnal.com](http://www.seegnal.com).

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**Seegnal Media Contact**

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**Cautionary Note Regarding Forward-Looking Information**

*This press release contains "forward-looking information" or "forward-looking statements" within the meaning of Canadian securities legislation. All statements included herein, other than statements of historical fact, including statements included in the "About Seegnal" section of this press release, are forward-looking. Generally, the forward-looking information and forward-looking statements can be identified by the use of forward-looking terminology such as "anticipate", "believes", "estimates", "expects", "intends", "may", "should", "will" or variations of such words or similar expressions. More particularly, and without limitation, this press release contains forward-looking information or forward-looking statements concerning Elad starting as Chief Executive Officer of the Company on December 16, 2025 or at all and future expansion and growth plans of Seegnal. Seegnal cautions that all forward-looking information and forward-looking statements are inherently uncertain, and that actual performance may be affected by a number of material factors, assumptions and expectations, many of which are beyond the control of Seegnal, including expectations and assumptions concerning Seegnal and its products as well as other risks and uncertainties, including those described in Seegnal's filings available on SEDAR+ at www.sedarplus.ca. The reader is cautioned that assumptions used in the preparation of any forward-looking information or forward-looking statements may prove to be incorrect. Events or circumstances may cause actual results to differ materially from those predicted as a result of numerous known and unknown risks, uncertainties and other factors, many of which are beyond the control of Seegnal. The reader is cautioned not to place undue reliance on any forward-looking information or forward-looking statements. Such information, although considered reasonable by management at the time of preparation, may prove to be incorrect and actual results may differ materially from those anticipated. Forward-looking information and forward-looking statements contained in this press release are expressly qualified by this cautionary statement.*

*The forward-looking information and forward-looking statements contained in this press release are made as of the date of this press release, and Seegnal does not undertake any obligation to update publicly or to revise any of the included forward-looking information or forward-looking statements, whether as a result of new information, future events or otherwise, except as expressly required by law.*

***Neither TSX Venture Exchange nor its Regulation Services Provider (as that term is defined in the policies of the TSX Venture Exchange) accepts responsibility for the adequacy or accuracy of this release.***

***The securities have not been and will not be registered under the United States Securities Act of 1933, as amended, and may not be offered or sold in the United States absent registration or an applicable exemption from the registration requirement. This press release shall not constitute an offer to sell or the solicitation of an offer to buy nor shall there be any sale of the securities in any jurisdiction in which such offer, solicitation or sale would be unlawful.***