FORM 51-102F3 - MATERIAL CHANGE REPORT

1. **Name and Address of Company**

   Kuuhubb Inc.
   1 First Canadian Place
   Suite 7070, 100 King Street West
   Toronto, Ontario
   M5X 1E3

2. **Date of Material Change**

   August 29, 2018.

3. **News Release**

   The news release (the "**News Release**") attached hereto as Schedule "A" was issued through Globe Newswire on August 29, 2018.

4. **Summary of Material Change**

   See the attached News Release, which News Release is incorporated herein.

5. **Full Description of Material Change**

   5.1 Full Description of Material Change

   See the attached News Release, which News Release is incorporated herein.

   5.2 Disclosure for Restructuring Transactions

   Not applicable.

6. **Reliance on subsection 7.1(2) of National Instrument 51-102**

   Not applicable.

7. **Omitted Information**

   Not applicable.

8. **Executive Officer**

   For further information, contact Geoffrey G. Farr, Corporate Secretary, at (416) 366-7300.

9. **Date of Report**

   September 7, 2018.

Schedule "A"

Kuuhubb Announces Appointment of New Board Member, €2,000,000 Convertible Debenture Financing and Provides Corporate and Financial Update

Toronto, Canada – August 29, 2018 - Kuuhubb Inc. ("Kuuhubb" or the "Company") (TSX-V: KUU), a technology company focused on acquiring, developing and distributing mobile game applications, provides corporate update:

Changes to Board of Directors:
Kuuhubb is pleased to announce the appointment of Mr. Carl-Gustaf von Troil to its Board of Directors. Mr. von Troil is a seasoned investor with extensive executive experience in a multitude of industries, including banking, manufacturing and real estate. He currently sits on the Board of Directors of United Bankers, a publicly listed wealth management company based in Helsinki, Finland.

"We are pleased to welcome Mr. von Troil to our board of directors," said Jouni Keranen, Kuuhubb's CEO. "His significant banking and investing experience as well as finance, strategy and leadership skills will be invaluable as we grow our global business initiatives."

Mr. von Troil will replace Mr. Maurice Colson who is stepping down as a director of the Company upon closing of the announced financing (see below). The Board thanks Mr. Colson for his contributions during his tenure with the Company and we wish him the best in his future endeavours.

€2,000,000 Convertible Debenture Financing:
Kuuhubb also announces a proposed private placement financing for gross proceeds of EUR2,000,000 through the issuance by the Company of an unsecured convertible debenture (the "Debenture") in the principal amount of EUR2,000,000. "We have a good relationship with the proposed investor and expect to close this financing within the next two weeks," said Christian Kolster, Kuuhubb's Executive Vice President. Kuuhubb plans to use the proceeds from the financing (the "Proposed Financing") for new product launches, business development and general corporate purposes.

The Debenture will (a) have an interest rate of 5.5% per annum (with the interest payable every six months), (b) mature on the date which is three years from closing date of the Proposed Financing, and (c) be convertible at the option of the holder into common shares of Kuuhubb at a conversion price of Cdn$1.10 per share.

As well, Kuuhubb would have the option to convert the Debenture into common shares of the Company after the two year anniversary of the issuance of the Debenture if the market price of such shares exceeds Cdn$1.10 per share. Kuuhubb would also have the option to redeem the Debenture after the two year anniversary of the issuance of the Debenture.

Closing of the Proposed Financing is subject to the execution of the definitive documentation and receipt of all necessary approvals, including TSX Venture Exchange approval. The final terms of the Debenture may be varied from the foregoing as may be approved by the TSX Venture Exchange. The Debenture will be subject to a four month hold period following issuance and will not be listed for trading on any exchange.

Update on recent financial performance and corporate activities:
The Company plans to publish its consolidated financial statements and related management's discussion and analysis for the financial year ended June 30, 2018 on or before October 29, 2018. The Company's financial year end is June 30.

Financial Highlights for the Three Month Period Ended June 30, 2018:

- Revenue (unaudited): US$5.5 million during the three months ended June 30, 2018. This revenue was generated primarily from sales of the Recolor app, the in-application sale of virtual goods from the My Hospital game and in-application ad revenue. Recolor experienced a one-time technical issue in a distributor's platform which negatively impacted revenue and profitability during the quarter ended June 30, 2018.

- In May 2018, the Company soft launched Incolour, its first India-specific mobile app. Incolour is a standalone colouring app that utilizes the best functionalities of Recolor's app in an entirely new interface, providing its community access to daily themed features designed to promote user engagement and a family-friendly platform ideally suited to both global and local brand partnership campaigns. The Company's Incolour marketing strategy is centred around creating partnerships with significant social media influencers and Bollywood stars.

About Kuuhubb
Kuuhubb is a company active in the digital space that focuses mainly on lifestyle and mobile game applications for the female audience. Its strategy is to create sustainable shareholder value through acquisitions of proven, yet underappreciated, assets with robust long-term growth potential. Headquartered in Helsinki, Finland, Kuuhubb has a global presence with a strong focus on developing U.S. brand collaborations and Asian partnerships.

Cautionary Note Concerning Forward-Looking Information
This press release contains forward-looking information. All statements, other than statements of historical fact, that address activities, events or developments that the Company believes, expects or anticipates will or may occur in the future (including, without limitation, statements relating to the completion of the Proposed Financing, future revenue and products and development and growth of the Company's business) are forward-looking information. This forward-looking information reflects the current expectations or beliefs of the Company based on information currently available to the Company. Forward-looking information is subject to a number of risks and uncertainties that may cause the actual results of the Company to differ materially from those discussed in the forward-looking information, and even if such actual results are realized or substantially realized, there can be no assurance that they will have the expected consequences to, or effects on the Company. Factors that could cause actual results or events to differ materially from current expectations include, among other things, failure to execute the definitive documentation in respect of, or complete, the Proposed Financing, the need to satisfy regulatory and legal requirements and other conditions precedent with respect to the Proposed Financing (including the need to obtain TSX Venture Exchange approval of the Proposed Financing), the possibility that the completion of the Proposed Financing may be delayed or that the terms of the Proposed Financing may change, risks related to the growth strategy of the Company, the possibility that results from the Company's growth and development plans will not be consistent with the Company's expectations, the early stage of the Company's development, competition from companies in a number of industries, the ability of the Company to manage expansion and integrate acquisitions into its business, future business development of the Company and the other risks disclosed under the heading "Risk Factors" in the Company's annual information form dated October 30, 2017 filed on SEDAR at www.sedar.com. Forward-looking information speaks only as of the date on which it is provided and, except as may be required by applicable securities laws, the Company disclaims any intent or obligation to update any forward-looking

information, whether as a result of new information, future events or results or otherwise. Although the Company believes that the assumptions inherent in the forward-looking information are reasonable, forward-looking information is not a guarantee of future performance and accordingly undue reliance should not be put on such information due to the inherent uncertainty therein.

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.

For further information, please contact:

Kuuhubb Inc.
Jouni Keränen - CEO
jouni@kuuhubb.com
Office: +358 40 590 0919

Bill Mitoulas
Investor Relations
bill@kuuhubb.com
Office: +1 (416) 479-9547