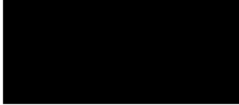




MindCure Heath Inc.
3528 164a St.
Surrey, BC V3Z 0M1

May 1, 2020

TO:
Brad Howard
Results Ink, Inc.



and
MINDCURE Health Inc.
3528 164a Street
Surrey, BC
Canada
V3Z 0M1

Re: Consumer Research and Consulting Agreement

This Letter Agreement (the "Agreement") will confirm our agreement with respect to MINDCURE Health ("MCH") receiving Consumer Research and Consulting work from Results Ink ("RI"). Specifically, this Agreement shall include:

- 1) Services: The following services will be provided by Results Ink as part of this Agreement:
 - a) Market research report for online consumer buying trends and preferences for health and wellness supplements, including:
 - Package size (grams) and serving size recommendations.
 - Advice on customer product consumption - powders and capsules.
 - Merchandising recommendations such as offering discounts for purchasing multiple units up to 12 containers/bottles.
 - Pricing matrix summary and discounting strategies.
 - Tactics for increasing average order size.
 - b) Automated Email Strategy: Advice on creating and implementing an automated email strategy for increasing average order value and conversion rates.
 - c) Continuity: Help building a continuity program where buyers can opt-in to receive monthly shipments of MCH products that are automatically billed and shipped each month.
 - d) Up-sells: Help building a series of up-sell products presented to the buyer after purchasing MCH mushroom supplements.
 - e) Manufacturing and Fulfillment: Will provide recommendations and best practices for ordering and manufacturing products as well as fulfillment of individual orders.
 - f) Sales Copy and Videos: Help with persuasive sales copy and sales videos produced to sell MCH products online.
- 2) Intellectual Property (IP) : All IP that is created or enhanced through this Agreement will be retained and owned solely by MCH.
- 3) Term: This services agreement is for 90 days commencing on the execution date of this Agreement. All research and consultation outlined herein must be completed by RI within

90 days to receive final payment. MCH reserves the right to hire Results Ink for additional 90 day agreements

- 4) RI Time Commitment: RI is required to dedicate a minimum of 40 hours of time to the services described herein across research, conference calls, in person meetings, and the creation of written recommendations and reports.
- 5) Services Fee: MHC will pay a total of [REDACTED] for the services described herein. The fee will be paid on the following schedule:
 - a) [REDACTED] payable on execution of this Agreement
 - b) [REDACTED] payable at the completion of this Agreement.

Accepted this 5/29/2020 day of May, 2020.

[REDACTED]
Authorized Representative
MindCure Health Inc.

Philip Tapley, President & CEO

Printed Name & Title

[REDACTED]
Authorized Representative
Results Ink Inc.

Brad Howard President

Printed Name & Title