

**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

January 4, 2026

Item 3 News Release

A news release relating to the material change was issued and disseminated via Newsfile and filed on SEDAR+ on January 5, 2026.

Item 4 Summary of Material Change

The Corporation announced the appointment of Yura Zharkovsky as Vice President of Artificial Intelligence at Seegnal eHealth Ltd., the Corporation’s operating subsidiary in Israel. This appointment represents a strategic milestone in advancing Seegnal’s artificial intelligence capabilities and accelerating the development of Seegnal Guard, the Corporation’s next-generation prescription intelligence system.

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:

Elad Bibi-Aviv, Chief Executive Officer

Telephone: +972-52-533-0856

Item 9 **Date of Report**

January 6, 2026

SCHEDULE "A"

See attached.

SEEGNAL INC.

Seegnal's operating subsidiary Seegnal E-Health Ltd. hires AI VP to Strengthen AI Capabilities and Accelerates Development of Seegnal Guard

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FOR IMMEDIATE RELEASE**

CALGARY, ALBERTA — January 5th 2026 Seegnal Inc. (TSXV:SEGN], a global leader in clinical decision support solutions applying patient-centric medication safety standards, today announced a major enhancement of its artificial intelligence capabilities with the appointment of Yura Zharkovsky as Vice President of Artificial Intelligence (VP AI) at Seegnal eHealth Ltd., the Company's operating subsidiary in Israel.

The appointment, effective January 4, 2026, represents a strategic milestone in Seegnal's mission to build the Intelligence Layer of Prescriptions and to accelerate the development of Seegnal Guard, the Company's next-generation, AI-enhanced, human-led prescription intelligence system.

As Seegnal advances toward becoming a global Prescription Intelligence Platform - providing healthcare systems with an infrastructure layer for safer, more consistent, and economically aligned prescribing - Mr. Zharkovsky will lead the technical evolution of the Company's AI stack. His mandate includes expanding Seegnal Guard's predictive and personalization capabilities while preserving Seegnal's core principle: AI that augments, rather than replaces, clinical judgment.

Mr. Zharkovsky brings deep experience in building and scaling applied AI in healthcare. Most recently, he served as Head of AI at NeuroKaire, where he led the development of an AI-supported clinical system designed to assist in selecting appropriate treatments for patients with major depressive disorder. Prior to that, he held senior data science and machine learning leadership roles, focusing on translating complex clinical and biomedical data into deployable, high-reliability AI systems used in real-world care environments.

Known for his rigorous engineering standards, strong ethical compass, and collaborative leadership style, Mr. Zharkovsky shares Seegnal's values of transparency, clinical accountability, and measurable impact. His work consistently emphasizes explainability, clinician trust, and real-

world adoption—qualities that are foundational to Seegnal Guard's design and market differentiation.

"I am thrilled to welcome Yura Zharkovsky to the leadership team," said Elad Bibi-Aviv, CEO of Seegnal. "Having worked with Yura for the last two years, I have seen firsthand his ability to build healthcare technology at the intersection of clinical practice and data execution. He is the ideal leader to help us turn prescribing into a measurable, AI lead, governable capability across the enterprise."

Mr. Zharkovsky added: "Joining Seegnal is a natural progression of the work Elad and I have been focused on. Seegnal is unique because it isn't just a concept; it is a platform built on vast real-world prescribing data and the actual behaviors of clinicians in workflow. I look forward to scaling Seegnal Guard and the broader Intelligence Layer to ensure that every prescription decision is safer, more consistent and more aligned with both patient outcomes and system-wide value."

About Seegnal

Seegnal (TSXV:SEGN) 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%. In practice, 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 United Arab Emirates, 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.

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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 Seegnal’s anticipated software and AI development strategy. These statements are based on current assumptions and are subject to risks and uncertainties that could cause actual results to differ materially. Please refer to Seegnal’s public filings with applicable securities regulators for additional information regarding risk factors and other disclosures.

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.

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