**Form 51-102F3**
***Material Change Report***

**1. Name and Address of Company**

**FEEL FOODS LTD. (FORMERLY NHS INDUSTRIES LTD.)**
Suite 700 - 838 West Hastings St.
Vancouver, BC V6C 0A6
(the "Company")

**2. Dates of Material Change(s)**

May 17, 2022

**3. News Release(s)**

A news release was issued on May 13, 2022 disseminated through Stockwatch pursuant to section 7.1 of National Instrument 51–102.

**4. Summaries of Material Changes**

The Company is pleased to confirm the effective date for the consolidation of one (1) post-consolidation share for every ten (10) pre-consolidation shares and concurrent name and symbol change.

The Company will commence trading on the Canadian Securities Exchange on a consolidated basis under the name "**Ultra Brands Ltd."** and stock symbol "**ULTA**".

**5. Full Description of Material Changes**

News Release dated May 13, 2022 – See Schedule "A"

**6. Reliance on subsection 7.1(2) or (3) of National Instrument 51-102**

Not applicable.

**7. Omitted Information**

No information has been omitted.

**8. Executive Officer**

Mr. David Greenway, CEO of the Company, is knowledgeable about the material change contained herein and may be reached at 604-318-0114.

**9. Date of Report**

This report is dated May 16, 2022.

SCHEDULE "A"
to the Material Change Report dated May 16, 2022

# ***FEEL FOODS ANNOUNCES EFFECTIVE DATE OF SHARE CONSOLIDATION, NAME AND TICKER SYMBOL CHANGE***

**VANCOUVER, BRITISH COLUMBIA – MAY 13, 2022 - FEEL FOODS LTD. (the "Company" or "Feel Foods") (CSE: "FEEL") (OTC: "FLLLF") (FSE: "1ZF")** is pleased to confirm the effective date for the consolidation of one (1) post-consolidation share for every ten (10) pre-consolidation shares and concurrent name and symbol change, as announced on May 6, 2022.

Effective at the opening on Tuesday, May 17, 2022, the shares of the Company will commence trading on the Canadian Securities Exchange on a consolidated basis under the name "**Ultra Brands Ltd."** and stock symbol "**ULTA**".

Post-Consolidation Capitalization: Unlimited shares with no par value of which approximately 8,435,377 shares are issued and outstanding.

Transfer Agent: Olympia Trust Company
Trading Symbol: ULTA (new)
CUSIP Number: 90387A101 (new)
Record Date: May 18, 2022

## About Feel Foods Ltd.

FEEL is an agri-food holdings company focused on innovative products and technologies in the food services industry including its wholly owned Black Sheep Vegan Cheeze Company, offering a variety of 10 unique vegan dairy substitute products and currently available in over 30 retail locations, its 100% owned Be Good Plant-based Foods line of plant-based chicken, pork and beef products as well as is currently investing in the research and development of keto-friendly plant-based candy products.

**On Behalf of the Board of Feel Foods Ltd.**

"David Greenway"
David Greenway
*CEO*

**Company Contact:**
Joel T Warawa
Corporate Communications
E-mail: jw@feelfoodsco.com

**Corporate Contact:**
Website: www.feelfoodsco.com
E-Mail: info@feelfoodsco.com
Instagram: Instagram.com/feelfoodsco
Phone: 604-235-0010