

FORM 10

NOTICE OF PROPOSED SIGNIFICANT TRANSACTION (not involving an issuance or potential issuance of a listed security)¹

Name of Listed Issuer: Eat Well Investment Group Inc. (the "Issuer").

Trading Symbol: EWG

Issued and Outstanding Securities of the Issuer Prior to Transaction: 110,932,987

Date of News Release Fully Disclosing the Transaction: September 2, 2021

1. Transaction

1. Provide details of the transaction including the date, description and location of assets, if applicable, parties to and type of agreement (eg: sale, option, license, contract for Investor Relations Activities etc.) and relationship to the Issuer. The disclosure should be sufficiently complete to enable a reader to appreciate the significance of the transaction without reference to any other material:

The Issuer engaged 1830012 Ontario Ltd. o/a Circadian Group, Ltd. ("Circadian") to provide investor relations and mass North American-based retail and institutional investor outreach services to the Issuer for a term of 12 months.

The Issuer engaged BDA International and its contracting partners ("BDA") to provide investor outreach, sell-side research and press release distribution services to the Issuer for a term of 6 months.

The Issuer engaged 2272618 Alberta Ltd. (dba OF IR Group Ltd.) ("**227 Alberta**") to provide brand awareness and promotion services via the public markets through influencer and media campaigns to the Issuer for a term ending on December 17, 2021.

The Issuer engaged Native Ads, Inc. ("**Native**") to provide strategic digital media services, marketing and data analytics services including sponsored article development, banner, social and native ad development and video and

¹ If the transaction involved the issuance of securities, other than debt securities that are not convertible into listed securities, use Form 9.

web production services to the Issuer for a term ending on the campaign's conclusion.

The Issuer engaged Sagacity Capital Media ("**Sagacity**") to provide promotional video services, custom graphics, social media engagement, target ads and general consulting and feedback services to the Issuer for a term of 6 months.

The Issuer engaged Romatex Trading AG ("**Romatex**" and together with Circadian, BDA, 227 Alberta, Native and Sagacity, the "**Service Providers**") to provide a European marketing campaign for 12 months.

2. Provide the following information in relation to the total consideration for the transaction (including details of all cash, non-convertible debt securities or other consideration) and any required work commitments:
 - (a) Total aggregate consideration in Canadian dollars: Approximately CAD\$1,683,000.
 - (b) Cash: Circadian: CAD\$300,000; BDA: USD\$90,000 (USD\$15,000 per month); 227 Alberta: USD\$300,000; Native: USD\$200,000; Sagacity: CAD\$36,000; and Romatex: EUR 400,000.
 - (c) Other: 227 Alberta: options of the Issuer to purchase up to 500,000 common shares in the capital of the issuer; and BDA: 120,000 restricted share units of the Issuer.
 - (d) Work commitments: Not applicable.
3. State how the purchase or sale price and the terms of any agreement were determined (e.g. arm's-length negotiation, independent committee of the Board, third party valuation etc). The consideration was determined via arm's length negotiation between the Issuer and the Service Providers.
4. Provide details of any appraisal or valuation of the subject of the transaction known to management of the Issuer: Not applicable.
5. If the transaction is an acquisition, details of the steps taken by the Issuer to ensure that the vendor has good title to the assets being acquired: Not applicable.

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6. Provide the following information for any agent's fee, commission, bonus or finder's fee, or other compensation paid or to be paid in connection with the transaction (including warrants, options, etc.): Not applicable.
 - (a) Details of any dealer, agent, broker or other person receiving compensation in connection with the transaction (name, address. If a corporation, identify persons owning or exercising voting control over 20% or more of the voting shares if known to the Issuer): Not applicable.
 - (b) Cash Not applicable.
 - (c) Other Not applicable.
7. State whether the vendor, sales agent, broker or other person receiving compensation in connection with the transaction is a Related Person or has any other relationship with the Issuer and provide details of the relationship. Not applicable.
8. If applicable, indicate whether the transaction is the acquisition of an interest in property contiguous to or otherwise related to any other asset acquired in the last 12 months. Not applicable.

2. Development

Provide details of the development. The disclosure should be sufficiently complete to enable a reader to appreciate the significance of the transaction without reference to any other material: Not applicable.

3. Certificate Of Compliance

The undersigned hereby certifies that:

1. The undersigned is a director and/or senior officer of the Issuer and has been duly authorized by a resolution of the board of directors of the Issuer to sign this Certificate of Compliance.
2. To the knowledge of the Issuer, at the time an agreement in principle was reached, no party to the transaction had knowledge of any undisclosed

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material information relating to the Issuer, other than in relation to the transaction.

3. As of the date hereof there is no material information concerning the Issuer which has not been publicly disclosed.
4. The undersigned hereby certifies to the Exchange that the Issuer is in compliance with the requirements of applicable securities legislation (as such term is defined in National Instrument 14-101) and all Exchange Requirements (as defined in CNSX Policy 1).
5. All of the information in this Form 10 Notice of Proposed Significant Transaction is true.

Dated September 9, 2021.

Nick DeMare
Name of Director or Senior
Officer

Nick DeMare
Signature

Director
Official Capacity

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