

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

**Item 1: Name and Address of Company**

Ignite International Brands, Ltd. (the “Company”)  
11 Cidermill Avenue  
Vaughan, Ontario L4K 4B6  
Canada

**Item 2: Date of Material Change**

May 7, 2019

**Item 3: News Release**

A news release dated May 7, 2019 was disseminated through the facilities of Canada Newswire and filed on SEDAR on May 7, 2019.

**Item 4: Summary of Material Change**

The Company has entered into a definitive agreement with Taylor Mammon & Nathan Limited (“Taylor Mammon”) for the manufacture and distribution of CBD products in the United Kingdom.

**Item 5: Full Description of Material Change**

**5.1 Full Description of Material Change**

The Company announced that it has entered into a definitive agreement for the manufacture and distribution of CBD products in the United Kingdom with Taylor Mammon. This agreement also includes the option for the Company to expand into other strategic European markets.

Under the agreement, Taylor Mammon will, under exclusive Ignite license in the United Kingdom, manufacture, package and distribute a wide array of premium Ignite branded CBD products to select wholesale and retail channels. The Company and Taylor Mammon are jointly developing a comprehensive marketing program that will support the launch of Ignite branded products.

The Company intends to build upon this strategic distribution relationship to introduce a host of Ignite branded products to legal European CBD and cannabis markets.

**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**

None.

**Item 8: Executive Officer**

Eddie Mattei  
Chief Financial Officer  
905-669-0623

**Item 9: Date of Report**

May 13, 2019



**IGNITE INTERNATIONAL BRANDS, LTD.**  
**11 Cidermill Avenue, Vaughan, Ontario L4K 4B6**

**NEWS RELEASE**

**Vaughan, ON**

**(CSE: BILZ)**

***Ignite International Brands Signs Definitive Agreement with Taylor Mammon & Nathan Limited for Manufacture and Distribution of CBD Products in Europe.***

*Ignite to capitalize on new UK and European markets with its super premium line of CBD products*

**VAUGHAN, ON May 7, 2019** – Ignite International Brands, Ltd. (the “Company”), a global super-premium cannabis and CBD investment company, today is pleased to announce that, further to its February 26, 2019 news release, it has signed definitive agreements for the manufacture and distribution of CBD products in the United Kingdom with Taylor Mammon & Nathan Limited (“Taylor Mammon”). This agreement also includes the option for the Company to expand into other strategic European markets. Taylor Mammon is a leading cannabidiol (CBD) manufacturer and distributor of white label CBD solutions, based in the United Kingdom.

Under the agreements, Taylor Mammon will, under exclusive Ignite license in the United Kingdom, manufacture, package and distribute a wide array of premium Ignite branded CBD products to select wholesale and retail channels. The Company and Taylor Mammon are jointly developing a comprehensive marketing program that will support the launch of Ignite branded products. The Company will also draw on its marketing expertise and the brand recognition of the Ignite trademark, the iconic goat’s skull logo and founder Dan Bilzerian who has amassed a global social media fan base of over 42 million followers across the leading social media platforms.

Taylor Mammon will also serve as Ignite’s fulfilment partner on its launch of its rest-of-world ecommerce platform scheduled for Q3 2019.

The Company intends to build upon this strategic distribution relationship to introduce a host of Ignite branded products to legal European CBD and cannabis markets.

“We look forward to the power of this partnership to drive CBD market leadership in this emerging UK hyper-growth category,” said Eddie Mattei, Chief Financial Officer of Ignite International Brands, Ltd. “We’ve seen what the power of Dan’s social media super-influencer status and product expertise has done for Ignite in North America, and we look forward to building on this success in the UK with an established leader such as Taylor Mammon.”

Added Taylor Mammon CEO David Taylor, “It is an honour to be working with the highly professional team at Ignite, they are without a doubt a spectacular company that is about to create a giant footprint into the global CBD markets, and we are proud to be working with them in what I know will be a remarkable relationship”.

### **About Ignite International Brands, Ltd.**

Ignite International Brands, Ltd. is an investment company with a focus on opportunities in the Canadian and global cannabis and CBD sector. The Company has a Trademark & Copyright License Agreement with Ignite International, Ltd., a company founded by Dan Bilzerian, that permits it to market, promote, manufacture, sell, and distribute Ignite branded cannabis and CBD products in Canada and in all international markets other than the United States, as well as investments in CBD cannabis and cannabis-related companies.

### **About Taylor Mammon Ltd.**

Taylor Mammon Ltd. ([www.taylormammon.com](http://www.taylormammon.com)) is a privately held, established specialist white label manufacturer. Taylor Mammon sees the benefits in the power of CBD and have created a Company to allow people to have total ownership over their brands and benefit from all of the exciting applications of CBD. Taylor Mammon innovates and creates new products to meet our partners' rigorous demands.

For further information, please contact:

Ryan Troup, Circadian Group

Tel: 1-866-219-8112

Email: [info@circadian-group.com](mailto:info@circadian-group.com)

**THE CANADIAN SECURITIES EXCHANGE (CSE) HAS NOT REVIEWED AND DOES NOT ACCEPT RESPONSIBILITY FOR THE ADEQUACY OR ACCURACY OF THIS RELEASE.**

**CAUTIONARY STATEMENT REGARDING FORWARD-LOOKING AND OTHER INFORMATION:** This news release includes certain "forward-looking statements" under applicable Canadian securities legislation. Forward-looking statements include, but are not limited to, statements with respect to: the execution of the business plans of the Company and Ignite International, Ltd., the entry into the European cannabis market, the expansion of the manufacture and distribution agreement into other European markets and the future value of European legal cannabis markets. Forward-looking statements are necessarily based upon several estimates and assumptions that, while considered reasonable, are subject to known and unknown risks, uncertainties, and other factors that may cause the actual results and future events to differ materially from those expressed or implied by such forward-looking statements. Such factors include, but are not limited to: general business, economic, competitive, political and social uncertainties; ability of the parties to give effect to their respective business plans; reliance on Dan Bilzerian and the Ignite brand which may not prove to be as successful as contemplated; the uncertainties surrounding the cannabis industry in North America, Europe and globally; and the ability of the Company to negotiate and execute definitive agreements with the European white label manufacturer. There can be no assurance that such statements will prove to be accurate, as actual results and future events could differ materially from those anticipated in such statements. In this regard, there can be no assurance that the investment transaction referred to herein will close. Accordingly, readers should not place undue reliance on forward-looking statements. The Company disclaims any intention or obligation to update or revise any forward-looking statements, whether as a result of new information, future events or otherwise, except as required by law.