FORM 51-102F3 MATERIAL CHANGE REPORT

Item 1 Name and Address of Company

good natured Products Inc. (the "Company") 814-470 Granville Street Vancouver, BC V6G 1V5

Item 2 Date of Material Change

June 5, 2023

Item 3 News Release

The press release attached as Schedule "A" was released on June 5, 2023, by a newswire company in Canada.

Item 4 Summary of Material Change

The material change is described in the press release attached as Schedule "A".

Item 5 Full Description of Material Change

The material change is described in the press release attached as Schedule "A".

Item 6 Reliance of subsection 7.1(2) of National Instrument 51-102

Not applicable.

Item 7 Omitted Information

Not applicable.

Item 8 Executive Officer

Paul Antoniadis Chief Executive Officer Ph: 604-566-8466

Item 9 Date of Report

June 6, 2023

Schedule "A"

Good Natured Products Inc. Appoints New Board Member

Vancouver, British Columbia--(Newsfile Corp. - June 5, 2023) - good natured Products Inc. (TSXV: GDNP) (OTCQX: GDNPF) (the "Company" or "good natured®"), a North American leader in plant-based products, is pleased to announce the appointment of Tami Kozikowski, CPA, to the good natured® board of directors and as Chair of the Audit Committee, effective June 5, 2023.



Welcome to the good natured® Board Tami Kozikowski

To view an enhanced version of this graphic, please visit: https://images.newsfilecorp.com/files/3674/168871 goodnaturedimage1.jpg

Ms. Kozikowski began her career as a certified public accountant and qualifies as a financial expert under SEC and New York Stock Exchange requirements. She brings significant public company experience with profit and loss responsibilities for businesses ranging from \$60 million to \$5 billion, as well as extensive real estate experience.

From 2018 to present, Ms. Kozikowski has been with The Waters Senior Living Group, a US-based private real estate developer, owner and operator of high-end senior living communities with 1600+ apartment homes, and has held the role of Chief Executive Officer and President since early 2020. She previously served as Executive Vice President, Real Estate and Development & LifeSpa at Lifetime Fitness from 2012 to 2016. From 2009 to 2012, Ms. Kozikowski was EVP & Chief Development Officer

for Advance Auto Parts, a NYSE listed company and automotive aftermarket parts provider that serves both professional and consumers markets across nearly 5,000 retail locations.

Ms. Kozikowski holds an MBA in Finance and Marketing from the UCLA Anderson School of Business. She serves on two non-profit boards and resides in Wayzata, Minnesota.

Concurrent with this announcement, the Company would like to announce that Mr. Jim Zadra is stepping down from the Company's board of directors, effective June 5, 2023.

"Mr. Zadra has been an integral part of the *good natured*® board of directors since we went public in 2015 and evolved on the TSX Venture Exchange. We are sincerely grateful for his unwavering commitment to *good natured*® and carefully considered guidance as we've developed and executed our growth plans," stated Paul Antoniadis, Executive Chair & CEO of *good natured*®. "We're also very pleased to welcome Tami with her strong financial and US-based public company background. An increasingly substantial portion of the Company's business is conducted in the United States, and having US market expertise is a cornerstone of our strategy."

"Leading with purpose and a community orientation is an increasingly important part of good governance, so I'm honored to be joining the *good natured*® board of directors and a company whose primary focus is the environment," said Tami Kozikowski. "I look forward to bringing my business, real estate and public company expertise to the table to help guide the Company on its upcoming market growth objectives."

The *good natured*® corporate profile can be found at: investor.goodnaturedproducts.com

About good natured Products Inc.

good natured® is passionately pursuing its goal of becoming North America's leading earth-friendly product company by offering the broadest assortment of plant-based products made from rapidly renewable resources instead of fossil fuels. The Company is focused on making it easy and affordable for business owners and consumers to shift away from petroleum to better everyday products® that use more renewable materials, less fossil fuel, and no chemicals of concern.

good natured® offers over 400 products and services through wholesale, direct to business, and retail channels. From plant-based home organization products to certified compostable food containers, bio-based industrial supplies and medical packaging, the Company is focused on making plant-based products more readily accessible to people as a means to create meaningful environmental and social impact.

Learn more about *good natured*® at goodnaturedproducts.com

On behalf of the Company:
Paul Antoniadis - Executive Chair & CEO
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Cautionary Statement Regarding Forward-Looking Information

This news release contains certain "forward-looking information" and "forward-looking statements" (collectively, "forward looking information") that are based on expectations, estimates and projections as at the date of this news release. The statements and information in this release regarding changes to the board of directors, expectations for future plans and objectives of the Company are forwardlooking information. Any statements that involve discussions with respect to predictions, expectations, beliefs, plans, projections, objectives, assumptions, future events or performance (often but not always using phrases such as "expects", or "does not expect", "is expected", "anticipates" or "does not anticipate", "plans", "budget", "scheduled", "forecasts", "estimates", "believes" or "intends" or variations of such words and phrases or stating that certain actions, events or results "may" or "could", "would", "might" or "will" be taken to occur or be achieved) are not statements of historical fact and may be forward-looking information and are intended to identify forward-looking information. Information regarding the resignation of Mr. Zadra and the appointment of Ms. Kozikowski may constitute forward-looking information within the meaning of securities laws. By their nature, forwardlooking statements involve known and unknown risks, uncertainties and other factors which may cause our actual results, performance or achievements, or other future events, to be materially different from any future results, performance or achievements expressed or implied by such forward-looking statements.

When relying on the Company's forward-looking statements and information to make decisions, investors and others should carefully consider the foregoing factors and other uncertainties and potential events. The Company has assumed that the material factors referred to herein will not cause such forward-looking statements and information to differ materially from actual results or events. However, there can be no assurance that such assumptions will reflect the actual outcome of such items or factors.

Other than as required under securities laws, we do not undertake to update this information at any particular time.

Forward-looking information contained in this news release is based on our current estimates, expectations, and projections, which we believe are reasonable as of the current date. The reader should not place undue importance on forward-looking information and should not rely upon this information as of any other date. All forward-looking information contained in this news release is expressly qualified in its entirety by this cautionary statement.



To view the source version of this press release, please visit https://www.newsfilecorp.com/release/168871