GREENSPACE BRANDS INC.

ANNUAL INFORMATION FORM
For the year ended December 31, 2014

Dated November 9, 2015

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1. FORWARD-LOOKING STATEMENTS

This AIF, and the documents incorporated herein by reference, contain forward-looking statements regarding the future growth, results of operations, performance, business prospects and opportunities of the Corporation. Words such as “expects”, “anticipates”, “intends”, “plans”, “believes”, “estimates”, or similar expressions, are forward-looking statements. Forward-looking statements include, without limitation, the information concerning possible or assumed future results of operations of the Corporation set out under “*Description of the Business*”. These statements are not historical facts but instead represent only the Corporation’s expectations, estimates and projections regarding future events. These statements are not guarantees of future performance and involve assumptions, risks and uncertainties that are difficult to predict. Therefore, actual results may differ materially from what is expressed, implied or forecasted in such forward-looking statements.

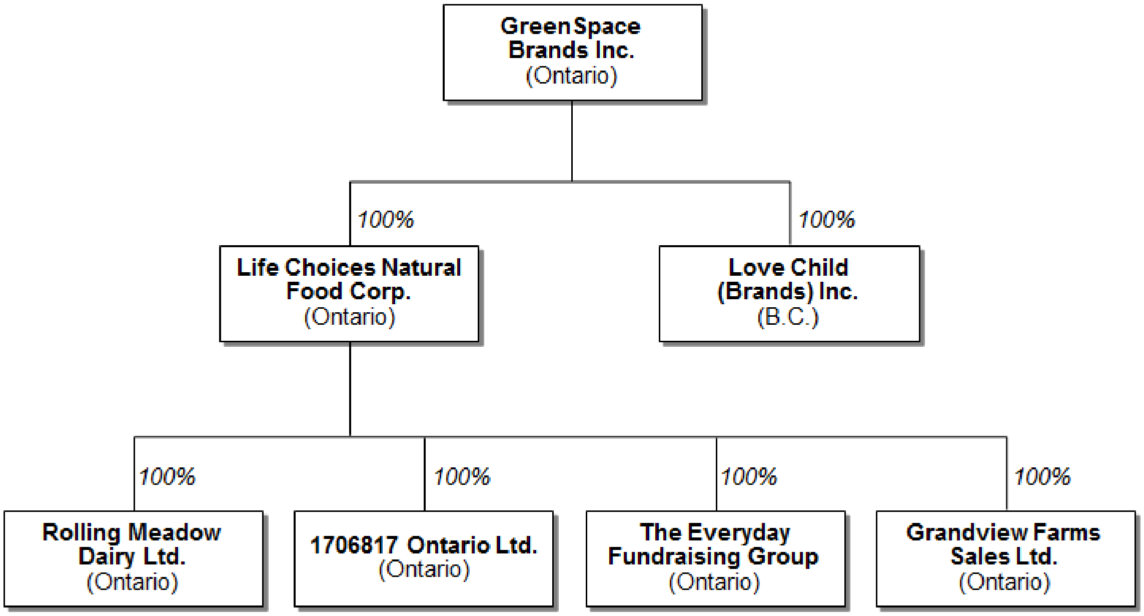
In addition to the risk factors set out in this AIF under “*Risk Factors*”, other factors not currently viewed as material could cause actual results to differ materially from those described in the forward-looking statements. Although the Corporation has attempted to identify important risks and factors that could cause actual actions, events or results to differ materially from those described in forward-looking statements, there may be other factors and risks that cause actions, events or results not to be anticipated, estimated or intended. Accordingly, readers should not place any undue reliance on forward-looking statements.

The forward-looking statements in this AIF are based on numerous assumptions regarding the Corporation’s present and future business strategies and the environment in which the Corporation will operate in the future, including, without limitation, assumptions regarding business and operating strategies, and the Corporation’s ability to operate on a profitable basis. The Corporation does not undertake any obligation to update or release any revisions to these forward-looking statements to reflect events or circumstances after the date of this report, except as may be required by law.

2. CORPORATE STRUCTURE

Aumento was incorporated under the OBCA on June 11, 2013. The articles of incorporation of the Corporation were amended by the filing of articles of amendment on August 23, 2013 to remove certain provisions. On April 17, 2015, in conjunction with the Qualifying Transaction, the Corporation filed articles of amendment to consolidate the Common Shares (the “**Share Consolidation**”) and to change its name to “GreenSpace Brands Inc.” (the “**Name Change**”). On April 30, 2015 the Corporation issued Common Shares to Life Choices shareholders in conjunction with the Amalgamation. The registered and head office of the Corporation is located at 178 St. George Street, Toronto, Ontario, M5R 2M7.

The following chart sets out all of the Corporation’s subsidiaries as at the date hereof, their jurisdictions of incorporation and the Corporation’s direct and indirect voting interest in each of these subsidiaries.



3. GENERAL DEVELOPMENT OF THE BUSINESS

History of the Corporation (Aumento) Prior to the Qualifying Transaction

Aumento was incorporated under the OBCA on June 11, 2013. Aumento filed its final prospectus on August 29, 2013 and completed the initial public offering of Common Shares on September 16, 2013. Aumento was classified as a capital pool company for purposes of the policies of the Exchange and its Common Shares were listed for trading on the Exchange on September 16, 2013.

Aumento`s business was restricted to the identification and evaluation of potential acquisitions or interests that could lead to the completion of its Qualifying Transaction in accordance with the Policy. Until completion of a Qualifying Transaction, the Corporation did not carry on any business other than the identification and evaluation of businesses or assets with a view to completing a potential Qualifying Transaction. On April 15, 2014, Aumento announced its intention to complete a qualifying transaction pursuant to a letter of intent dated April 11, 2014, as amended, by way of plan of arrangement. On October 31, 2014, Aumento announced the termination of this proposed qualifying transaction..

On November 28, 2014, Aumento announced its intention to complete a Qualifying Transaction with Life Choices pursuant to a letter of intent dated November 25, 2014. The Qualifying Transaction with Life Choices was completed by way of the Amalgamation on April 30, 2015.

On April 13, 2015, Aumento Subco, Aumento and Life Choices entered into the Definitive Agreement pursuant to which Aumento completed its Qualifying Transaction in accordance with the terms and conditions of the Policy.

History of Life Choices Prior to the Qualifying Transaction

Life Choices was incorporated under the OBCA on May 31, 1999. Life Choices offered premium convenience, natural meat products to Canadian consumers, featuring grass fed and/or pasture raised meat that is raised without the use of added hormones and antibiotics. Life Choices' products included hot dogs, burgers, sausages, breaded chicken, breaded fish, pizzas and more. Life Choices also owned Rolling Meadow Dairy, a grass fed milk business, Holistic Choice, a natural pet food product line and Nudge, a grass fed snacking line. All the brands were wholly-owned by Life Choices and are for sale in a variety of natural and mass food retail locations across Canada.

May 2015 to Present

The Qualifying Transaction

On April 30, 2015, pursuant to the terms of the Definitive Agreement, Life Choices, Aumento and Aumento Subco completed the Amalgamation; a three-cornered amalgamation whereby Life Choices and Aumento Subco amalgamated to form a new entity named "Life Choices Natural Food Corp." and shareholders of Life Choices received Common Shares in the Corporation.

Immediately prior to the Amalgamation, Aumento completed the Share Consolidation and the Name Change and Life Choices completed the Share Split and the Qualifying Transaction Private Placement. Following the Share Split and the Share Consolidation, as part of the Amalgamation, security holders of Life Choices received securities of Aumento on a 1:1 basis. The amalgamated entity "Life Choices Natural Food Corp." continues to carry on the business and operations of Life Choices as a wholly-owned subsidiary of the Corporation.

Since May 4, 2015, the Common Shares have been listed for trading on the Exchange under the symbol "JTR" (Join The Revolution).

Qualifying Transaction Private Placement

Immediately prior to the closing of the Qualifying Transaction, on April 30, 2015 Life Choices completed the Qualifying Transaction Private Placement of 3,897,059 Life Choices Shares at a price of $1.36 per Life Choices Share for gross proceeds of $5.3 million. Canaccord Genuity Corp. received a cash commission and options granted by Life Choices to purchase Life Choices Shares (the "**Agent's Options**") equal to 7.0% of the number of Life Choices Shares issued in respect of the Qualifying Transaction Private Placement, excluding 294,100 Life Choices Shares issued to president's list subscribers, for which Agent's Options equal to 3.5% were issued. Each Agent's Option is exercisable at a price of $1.36 for a period of 24 months from the date of issuance. In conjunction with the closing of the Qualifying Transaction, all Agent's Options and Life Choices Shares issued pursuant to the Qualifying Transaction Private Placement were exchanged for securities exercisable for Common Shares on the same terms and conditions.

Significant Acquisitions

On October 19, 2015, the Corporation completed the acquisition of Love Child (the "**Acquisition**") pursuant to the terms of the Share Purchase Agreement.

Love Child is a Canadian-based producer of 100% organic food for infants and toddlers. Love Child's mission is to bring to market only the purest, most natural and nutritionally-rich food, boosted by superfoods such as Quinoa, Acerola and Chia and without the addition of any synthetic preservatives, refined sugars or other additives. Love Child's products include organic purees in BPA-free squeezable pouches and an extensive infant and toddler organic snack range, available at retailers including Whole Foods, Loblaw, Shoppers Drug Mart, Overwaitea Food Group and Walmart Canada.

The aggregate purchase price for Love Child was approximately $6 million, payable by way of $2,100,000 cash, $900,000 vendor-take back notes, 1,190,476 Common Shares and earn-out warrants exercisable for up to 714,286 Common Shares at a price of $1.05 per Common Share, vesting in approximately 2 years if certain gross revenue targets are reached. Certain of the vendors are also entitled to earn-out shares valued at up to $750,000, to be issued in approximately two years, if gross revenue targets are reached, the issue price per share to be determined at the time of public dissemination of such financial information. In conjunction with the issuance of the vendor-take back notes, warrants exercisable for a total of 225,000 Common Shares were issued, exercisable for one year at a price of $1.00. The vendor-take back notes are secured against the assets of the Corporation and Love Child, with a payout date one year from the acquisition closing date, subject to early repayment at the Corporation's election.

Acquisition Private Placement

To finance a portion of the Acquisition, the Corporation issued 1,010,456 units (the "**Units**") at a price of $1.05 per Unit for aggregate gross proceeds of approximately $1,060,976 (the "**Acquisition Private Placement**"). Each Unit consisted of one Common Share and one quarter of one Common Share purchase warrant (each, a "**Warrant**"). Each Warrant entitled the holder to purchase one Common Share at a price of $1.20 for a period of 24 months from issuance.

The Corporation may complete one or more further tranche(s) in the near future, pursuant to which up to an additional 894,306 Units may be sold, to raise combined gross proceeds of up to $2,000,000. Further proceeds will be used for general working capital purposes.

Finders' fees of up to 9% cash were payable on certain of the subscriptions received and a total of 20,556 finders warrants, having the same terms and conditions as the Warrants, became issuable in conjunction with the closing of the Acquisition Private Placement.

The Corporation will be filing a Form 51-102F4 – *Business Acquisition Report* in respect of the Acquisition**.**

History of Love Child Prior to the Acquisition

Love Child was founded by John and Leah Garrad-Cole in 2011 in Whistler, BC, and launched its first products into the Canadian market in early 2013. Love Child's first products were six Super Blend products: organic pureed fruit and vegetable packaged in convenient squeezy BPA-free spouted pouches. These organic purees are primarily a baby food product but they are also used as healthy snacks by toddlers and small children. Love Child's first customer was Walmart Canada and the products quickly achieved widespread distribution in the Canadian market due to their points of differentiation from competitors: a focus on using high quality ingredients, the inclusion of recognised superfoods quinoa and acerola fruit (a naturally rich source of Vitamin C), avoiding the use or citric acid and ascorbic acid and colourful and engaging packaging.

4. DESCRIPTION OF THE BUSINESS

The Corporation's management team is an innovative group of market leaders brought together to develop, acquire and sell high-quality convenience natural food brands to North Americans. The Corporation focuses on products made with simple ingredients, using traditional farming practices, brought to market with innovative branding.

Through the acquisition of Love Child, the Corporation has expanded to include a second operating company in an expanded product category. This acquisition helped diversify the Corporation's continually expanding product portfolio.

The Corporation continually strives to become a leading marketer, manufacturer and seller of natural food products by anticipating and exceeding consumer expectations in providing quality, innovation, value and convenience. The Corporation focuses on achieving this goal while still implementing environmentally sound and biologically friendly business practices and, together with its partners, manufacturing processes.

Summary of the Life Choices Business

Life Choices owns the following brands; Rolling Meadow Dairy (Canada's first grass fed dairy product line), Life Choices (a convenience line focused on responsibly raised meat products), Holistic Choice Pet Food (a premium natural pet food line) and Nudge – Food Made Better (a line of family favorites and snack foods). All of Life Choices brands are wholly owned and retail in a variety of natural and mass retail grocery locations across Canada.

Life Choices offers premium convenience meat products to Canadian consumers, featuring grass fed and/or pasture raised meat that is raised without the use of added hormones and antibiotics. Life Choices sources its natural ingredients from ethically operated farms and combines those ingredients into tasty and nutritious products. All of Life Choices beef and pork products feature one common trait: they all contain meat from pasture raised animals that have not been subject to feedlot conditions. The result is meat that features higher levels of Omega 3 fatty acids and Conjugated Linoleic Acid's. Life Choices places a premium on chickens raised in low density barns and the ethical treatment of the birds.

Nudge offers snacking and convenience products and currently includes a line of organic macaroni and cheese products. Nudge launched in July 2015, featuring three organic macaroni and cheese products made with grass fed cheese and one gluten free macaroni and cheese product. Nudge Mac & Cheese is the first product of its kind in Canada to feature grass fed cheese. The Mac & Cheese product is the first of a number of snacking and convenience products under the Nudge label which are expected to be brought to market over the next 24 months.

Rolling Meadow Dairy offers premium quality dairy products, such as milk, yogurt and butter, made with 100% Canadian, grass fed milk. Grass fed milk is characterized by the cows that produce Rolling Meadow milk being allowed to graze on pasture as long as Canadian weather will allow. When the weather prevents grazing, farmers follow a feeding program and continue to provide grass and hay to the cows through the winter months so that the cows continue to produce great tasting, nutritious milk all year round. Rolling Meadow Dairy sources its milk from small farming operations that have smaller herds and strive to produce minimal amounts of potentially harmful pollutants. The Corporation pasteurizes Rolling Meadow milk using technology focused on maintaining flavour and high levels of nutrition. Milk is then packaged and/or used in other dairy products, including yogurt, kefir and butter.

Holistic Choices offers premium quality pet food for cats and dogs. Holistic Choice pet foods are made with a high percentage of fresh meat manufactured in an SQF Certified plant. All of the meats sourced for Holistic Choice products are free of any rendered meats and meals and are raised without the use of any added antibiotics and hormones. This produces a product that is an excellent source of protein to help promote bone health, and overall happy, healthy pets.

All Life Choices products are distributed out of third party warehouse locations using independent freight service providers.

Natural Meat Products

Life Choices' natural meat product line is comprised of a breaded and BBQ line of products.

Breaded Line

Life Choices' breaded line consists of chicken nuggets, chicken strips, chicken tenders, MSC Certified fish fillets and MSC Certified fish sticks.

Life Choices' sprouted grain chicken nuggets, tenders and strips are made with only prime cuts of chicken; vegetable grain-fed, and raised without antibiotics. Life Choices' custom-made sprouted grain coating; with flax, chia and quinoa, provide sources of Omega 3 fatty acids and fibre.

Life Choices' multigrain breaded fish fillets and sticks are made with whole fillets of Alaskan Pollock, which is caught wild and from certified sustainable fisheries. Life Choices' custom-made sprouted grain coating; with flax, oats and whole grains, provides sources of Omega 3 fatty acids and fibre.

The breaded line was Life Choices' second largest single line of products during the year ended March 31, 2015, comprising approximately 25% of revenue. It was the second largest product line during the year ended March 31, 2014, comprising approximately 29% of revenue.

BBQ Line

Life Choices' BBQ line consists of grass fed beef hot dogs, chicken hot dogs, sausages and grilling burgers (beef and chicken).

Life Choices' all beef hot dogs are made with only prime cuts of beef- no mechanically separated meat, no additives, preservatives or extenders. All of Life Choices' beef is grass fed beef from farms with traceable origins. Life Choices' chicken hot dogs are made with only breast and thigh meat - no mechanically separated meat, no additives, preservatives or extenders. Life Choices has low density barns, with ethical living conditions for all animals. Life Choices' chicken hot dogs also feature no added nitrates except those naturally occurring in celery salt.

Life Choices` fully cooked, grass fed beef smokies uses only whole muscle cuts of grass fed beef from ranches of origin. Life Choices' beef smokies feature grass fed beef, as well as no additives, preservatives or extenders. Life Choices' fully cooked, mild Italian pork sausages are cooked in a natural pork casing. The pigs are raised without the use of antibiotics or hormones. Life Choices' fully cooked, free range chicken chipotle sausages uses only prime cuts of chicken. These chickens are raised without antibiotics and are vegetable grain fed.

Life Choices` grass fed beef burger has two principle ingredients; grass fed beef and spices. Life Choices uses only whole cuts of prime, grass fed beef – no mechanically separated meats, with no additives, preservatives or extenders. Life Choices free range chicken burgers are juicy and full of flavour. The chickens used are never fed animal by-products and are raised without antibiotics. Life Choices includes only prime cuts of chicken and spices in our chicken burgers- no mechanically separated meat, no additives, preservatives or extenders.

The BBQ line was Life Choices' largest line of products during the year ended March 31, 2015, comprising approximately 30% of revenue. It was Life Choices largest product line during the year ended March 31, 2013, comprising 31% of revenue.

Snacking and Convenience Products

The Nudge brand, currently consisting of macaroni and cheese is a new line of products adapted from products previously under the Life Choices brand name. The brand launched in August 2015 and has been met with strong customer acceptance and increasing demand from retail partners with broad based listings in a number of major retailers and natural food distributors throughout Canada.

Grass Fed Dairy

The Rolling Meadow Dairy brand has four product lines: milk, yogurt, kefir and butter. Rolling Meadow grass fed milk is available in four different milk fat levels; 3.25%, 2%, 1% and skim. Its traditional yogurt is available in 3.25% and 2% and vanilla yogurt is available in 2%. Kefir is produced using 2% milk and is available in blueberry and plain. Rolling Meadow Dairy butter is available in both salted and unsalted varieties. The Rolling Meadow grass fed dairy line, was brought to market in August 2014 and expected to expand significantly during fiscal 2016 and will form a larger portion of the Corporation`s consolidated revenue in the upcoming year.

In addition to its Rolling Meadows brand, Life Choices also had Yamba Yogurt an "Australian style" yogurt, that was higher in fat and protein than Greek yogurt. Similar to Rolling Meadows' yogurt, Yamba Yogurt was made with grass fed milk, sweetened with honey and available in three flavours: Plain, Blueberry and Strawberry. Yamba Yogurt was made with five active cultures and is an all-natural source of probiotics and prebiotics, gluten-free and contains no additives or preservatives. After strong sales were experienced through the Rolling Meadow yogurt line, the decision was made in July 2015 to discontinue the Yamba yogurt product line.

Overall the Grass Fed Dairy line was Life Choices' third largest line during the year ended March 31, 2015, comprising approximately 19% of revenue. As the product line was just brought to market in August 2014, it didn't account for any of Life Choices' revenue for the year-ended March 31, 2014.

Natural Pet Food

The Holistic Choice pet food line is comprised of both a dog and cat food. Holistic Choice cat food comes in two varieties: chicken, rice and salmon, and grain free chicken. Holistic Choice dog food comes in three varieties: chicken and rice, lamb and rice and ocean white fish. In developing its line of natural pet foods, Life Choices has focused on quality and taste with all of its products. Holistic Choice pet foods are made with fresh meat ingredients and the highest possible quality nutritional ingredients.

The Holistic Choice product line was brought to market in September 2014. It represented Life Choices' fourth largest product line during the year ended March 31, 2015, comprising approximately 18% of revenue.

Summary of the Love Child Business

Love Child develops and sells organic, nutritionally-focused food products targeted at infants, toddlers and small children. Love Child always seeks to go "beyond organic" in the products it develops: specifically, it has a strong focus on using clean, simple ingredients, avoids the use of refined sugars and preservatives, and includes recognized superfood ingredients in the majority of its product range. Love Child's core target market is the parents of infants and small children, aged six months to six years, who are increasingly prioritizing organic, nutritious food for their children.

Since launch, Love Child has rapidly extended its product range in Canada from six products to the 30 products available today. Half of this product range (15 products) consists of organic purees, split into three groups: Simple Firsts (simple, single fruit purees), Super Blends (fruit and vegetable purees with added quinoa and acerola fruit) and Power Yo'rridge (yogurt and fruit purees with added millet and amaranth). The remainder of Love Child's product range is made up of organic snack products targeted at infants, toddlers and small children: Pat-a-Cakes (organic mini rice cakes, three products), Toodle O's (organic multigrain puffs, two products), Fruity Chomps (organic fruit and grain bars, two products), Oaty Chomps (organic oat, fruit and vegetable bars, two products), Teefies (organic teething wafers, two products), Love Ducks (organic corn snacks, two products) and Owlies (organic spelt cookies, two products).

Love Child's customers in Canada are in the following channels: grocery, mass retailer, pharmacy and online.

In 2014, Love Child entered the US market and currently has 15 products available there. The US market is a small but growing part of Love Child's overall business. Love Child has recently appointed a market development agent in the US who has experience working with organic baby food brands in the US to rapidly accelerate growth in US market.

All of Love Child's products are manufactured by third party contract manufacturers. Love Child carefully selects these contract manufacturers based on their capabilities, quality assurance controls and experience.

Competitive Conditions

The Corporation operates in highly competitive geographic and product markets. Competitors include large national and international companies and numerous local and regional companies, some of which have greater resources. The Corporation competes for limited retailer shelf space for its products and some retailers also market competitive products under their own private labels. Life Choices' products compete not only with other natural food products, but also with the conventional products of larger mainstream companies. The Corporation's products are distinguished based on product quality, price point, nutritional value, brand recognition and loyalty, product innovation, promotional activity, and the ability to identify and satisfy consumer preferences.

The Life Choices brand faces competition in the meat-based natural food category from products sold under the brand names Beretta Organic Farms Inc., Blue Goose Capital Corporation, Rowe Farm Meats Ltd. and Yorkshire Valley Farms. These competitors have grown significantly in recent years each carving out independent market niches within the meat-based natural food category. The Life Choices brand has focused on value added 'clean' meat products such as hot dogs, chicken nuggets and beef burgers, and has been successful in creating strong consumer demand for these products. Competitors regularly introduce new products that directly compete with the Life Choices product line. Life Choices has retained and improved its competitive position through ongoing innovation. For example, introducing products such as hot dogs and burgers made from grass fed meat.

The Rolling Meadow brand of grass fed dairy products does not currently face any direct competitors, although competition is expected in the future. The grass fed dairy market has a high barrier to entry as it requires dairy farmers to alter their animal feeding program which has significant financial consequences. Life Choices has been working with its supplying farmers for over 18 months to change their feeding system and incurred significant costs in doing so. As a result of the foregoing, Life Choices has a competitive advantage in this category and is seeking to capitalize on this advantage by establishing a strong and respected brand with customer loyalty prior to direct competitors entering the field.

Non-grass fed dairy competitors include organic dairy brands such as Organic Meadow Inc., Harmony Organic Dairy Products Inc., Liberté Inc., Olympic Dairy and Avalon Dairy Limited, as well as smaller regional companies. The Rolling Meadow brand has a strategic advantage vis-a-vis organic products as it is generally available at a price point between organic and conventional products. Conventional dairy brand competitors include Parmalat SpA, through Parmalat Canada Inc. and Beatrice, and Saputo Inc.

The Yamba Yogurt line, before being discontinued in July 2015, faced very little direct competition due not only to its unique packaging format (250ml) but also the grass fed milk being the principal ingredient.

The Holistic Choice brand of pet foods faces considerable competition. The principle competitive advantage of Holistic Choice is that it is one of very few pet food brands in Canada that can substantiate its claim to be a 'natural' product. Pet food marketing and packaging is unregulated and Life Choices' management believes that consumers have developed significant skepticism as a result. Many producers take advantage of the current packaging regulation by making claims they cannot substantiate. Life Choices intends to capitalize on its competitive advantage by providing consumers with detailed information on its raw material sourcing policies and transparency on production on its labels.

Holistic Choice clearly states three highly important claims on its packaging, namely, that it uses: no rendered meats or meals, sustainable fish, and meat sourced without added hormones or antibiotics. The Holistic Choice product uses human grade meat from a high quality human grade supply chain, making it tangibly different than most products currently on the market. While there are a vast number of competitors in the pet food market no other brand in Canada currently offers product that meets all of the above three criteria. Life Choices expects competition to rise as Holistic Choice gains visibility outside of its principle customer. In response to such expected competition management will continue to create new products and improve the natural content of Holistic Choice products.

Management will also use Holistic Choice's association with other credible natural foods brands under the GreenSpace Brands banner to add credibility to the Holistic Choice brand.

The Love Child brand faces competition in the organic infant to small children food category from products sold under the brand names Plum Organics, Baby Gourmet, Ella's Kitchen, Earth's Best and President Choice Organics. These competitors have grown significantly in recent years supplying the market with a wide range of options. The Love Child brand has differentiated itself by using only clean, simple ingredients which includes recognized superfood ingredients in the majority of its product range.

New Product Development

Life Choices

In August 2015, Life Choices launched a new convenient snack food product line called 'Nudge'. This line is a designed to be a broad based snacking line with mostly shelf stable products including Mac & Cheese and other salty and sweet snacking products. Nudge currently has four Mac & Cheese product lines in market and will be launching more by the end of fiscal 2016 and into fiscal 2017.

In addition to the acquisition of new products through the acquisition of business, brands and/or supply chains management considers a strategic fit, Life Choices continuously focuses on product development and brand extensions and is currently evaluating many new product offerings within each of its core brands. Life Choices has budgeted between $50,000 and $100,000 for each new product developed. This includes packaging design costs, packaging costs, retail listing fees, salaries associated with product development and other ancillary expenses. It typically takes approximately one year to launch a new product from inception to market launch. Over that period of time, product concepts are developed, product development is initiated, co-packers are chosen, packaging is designed, plates and packaging are created, trial runs are undertaken, market research is conducted and the product is launched and marketed. This development schedule varies greatly depending on the complexity of the product, obstacles encountered and general product development life cycles.

Private labelling is an arrangement whereby a manufacturer of product provides goods or services under a label or brand other than its own and often under the brand of a retailer. As product development matures and market penetration is obtained Life Choices will consider the possibility of providing its product under private label for its retailers and vendors. Management expects any such arrangements would take approximately 12 months to negotiate and put into place.

Love Child

Innovation and product development has also been core to the Love Child brand since it first launched. Love Child intends to continue to develop new products aimed at its core market of six month to six year olds, with the potential for brand extension into a number of new food product areas. Love Child will also continue to follow its strategy of testing new products in the Canadian market before evaluating whether to move them into the US market.

Components

The Corporation operates using third-party co-packagers located in Canada, the United States and Europe. It does not own or operate production facilities. Typically the Corporation structures its co-packing arrangements as the purchase of finished goods at a fixed price in order to minimize yield and production risks. Typically the Corporation owns or co-owns product recipes where any intellectual property is involved in recipe development. The co-packing contracts entered into by the Corporation contain provisions governing product quality, delivery time, intellectual property and trade-name ownership and default events. All contracts contain industry standard payment and termination provisions, payment within 30 days of delivery and termination upon notice from either party.

In some cases, particularly where the raw materials for a product involve beef or pork, the Corporation may secure and provide specialized raw materials (grass fed beef, pasture raised pork, grass fed milk) to the co-packer. In these cases, the Corporation will continue to purchase the finished product at finished product pricing. The procurement of raw materials by the Corporation to be utilized by the co-packer in the production of the product is possible due to specialized supply relationships the Corporation has that are proprietary, including relationships with specific farmers, companies and processing facilities. The Corporation will generally engage in the purchase of raw materials when it has developed producer relationships of importance. The Corporation's ability to source raw materials from producers has developed over many years and the relationships that allow it to do so are of significant strategic advantage and create a barrier to entry for competitors. These purchases are not affected to any significant degree by seasonality.

Intangible Properties

Goodwill

Goodwill is the excess of the cost of a business acquisition over the fair value assigned to the assets acquired and liabilities assumed. The Corporation has goodwill related to the acquisition of Love Child.

Proprietary Protection

The Corporation believes that brand awareness is a significant component in a consumer's decision to purchase one product over another in the competitive food industry and thus trademarks its brand names.

The Corporation has the following trademarks registered in each of these respective countries:

Trade Mark	Country	Status	Renewal
Bare Nuggets	US	Granted	2021
'Goodness without compromise'	Canada	Pending	N/A
	US	Pending	N/A
Grandview Farms	Canada	Granted	2026
Holistic Choice	Canada	Granted	2030
	US	Pending	N/A
'It all begins with food'	Canada	Granted	2029
Kiwi Pure	Canada	Pending	N/A
Life Choices	Canada	Granted	2018
Love Child Organics	Canada	Granted	2029
	US	Pending	N/A
	European Union CTM	Granted	2029
Love Child Organics & Design	China	Pending	N/A
Nudge	Canada	Pending	N/A
Nudge – Food Made Better (Design)	Canada	Pending	N/A
	US	Pending	N/A
OrganiCuisine	Canada	Granted	2020
Rolling Meadow	Canada	Granted	2030
	US	Pending	N/A
Rolling Valley	US	Pending	N/A

Life Choices does not market any brands under license. Life Choices expects to register copyrights in certain artwork and package designs as it becomes necessary.

Any and all trade secrets surrounding recipe development and raw material sourcing are guarded strictly by Life Choices staff and co-packing manufacturers. Life Choices co-packing agreements govern the treatment of confidential information and trade secrets and as such, Life Choices' trade secrets are protected both by common law and contractually. Life Choices ensures trade secrets are protected by contractual agreement wherever possible.

Cycles

Certain of Life Choices' product lines are subject to minor seasonal fluctuations. Consumer demand for certain products increases and decreases based on seasonality. For example, consumer demand for Life Choices' BBQ line increases during warmer months and consumer demand for its breaded chicken and fish lines increases during colder months. These variances are not substantial and management has expanded its product lines accounting for such variances so that sales remain constant through the year in all geographical markets within Canada.

Customer Relationships and Economic Dependence

The Corporation has strong customer relationships with most major food retailers and all significant natural food distributors across Canada, and many in the US. The Corporation has its own sales team to manage these relationships, including executive sales management, key account representatives and store level sale personnel who manage all elements of the relationship with customers.

Employees

The Corporation employs a highly skilled team of professionals who have expertise in their respective fields. Over the past year, the Corporation's team has grown considerably as the Corporation has continued to expand its own offerings and acquire new businesses through acquisition. The Corporation increased from four full-time employees in March 2014, to 16 full-time employees in October 2015. The Corporation's current organizational structure will permit internal product expansion and the integration of a number of strategic acquisitions without the need to retain a significant number of additional employees.

The Corporation does not engage in any lending operations to outside parties. It does not have any foreign operations except the US sales of Love Child and certain product packaging and development that takes place in the US and Europe as described above.

5. RISKS AND UNCERTAINTIES RELATED TO THE BUSINESS

The Corporation is, and will continue to be, subject to certain risks and uncertainties that could have a material adverse effect on the Corporation's results of operations, business prospects, financial condition, and the trading price of the Common Shares.

Risks Related to the Business

Competitive Industry

The prepared food industry in Canada is competitive, consisting of many large and small Canadian and international corporations, some possessing extensive financial resources and experience giving them strategic abilities in the development, sourcing, promotion, marketing, production and sale of product including but not limited to the ability to secure shelf space. Increased competition may have an adverse effect on profitability as it can result in lower sales, lower gross profits and/or greater operating costs.

Constant innovation in product development has been a key factor in the Corporation's ability to compete with other large consumer packaged goods companies. There is a risk that the Corporation will be unable to develop new products to address consumer needs. Even if the Corporation identifies new innovations, the cost may be prohibitive, the product's taste may not meet consumer standards, there may be regulatory restrictions on production and advertising and new products may detract sales from existing products minimizing net revenues generated. If the Corporation is not successful in innovation, there is no assurance it will secure another competitive advantage.

The Corporation's ability to develop, market, and sell new products at an appropriate price may be hampered by unfavourable terms of sale imposed by its customers, the inability to obtain shelf space for its products at a reasonable cost or, once placed, the inability to secure retailing at an attractive price point. Due to high levels of competition in numerous product categories, significant retailers may demand listing fees, price concessions on products or may become more resistant to price increases for the Corporation's products. Increased price competition and resistance to price increases may have, a negative effect on results of operations. Competitors, many of whom have greater resources than the Corporation, vie for the same shelf placement and may offer incentives to the retailers that the Corporation cannot match.

Existing or future market participants may also compete for the recruitment and retention of qualified employees or for corporate acquisition candidates. Competition for corporate acquisition candidates could have the effect of increasing the price for acquisitions or reducing the number of suitable acquisition candidates.

The Corporation competes, particularly in the dairy category, with producers of non-premium products that have lower production costs and private labels that have lower marketing costs. Such producers offer conventional products at lower costs than premium products. An economic downturn or other external factor may cause consumers to become price sensitive. This could force the Corporation to lower its prices, resulting in lower profitability or, in the alternative, cause the Corporation to lose market share if it fails to lower prices.

Industry Relationships

The Corporation's ability, including manufacturing or distribution capabilities, and that of its suppliers, business partners and contract manufacturers, to make, move and sell products will be critical to its success. Damage or disruption to the Corporation's sales abilities or its manufacturing or distribution capabilities due to weather, including any potential effects of climate change, natural disaster, fire or explosion, terrorism, epidemics, pandemics, strikes, repairs or enhancements at its facilities, or other reasons including an increased demand for supplies from the limited number of suppliers, could impair the Corporation's ability to manufacture, transport or sell its products. Failure to take adequate steps to mitigate the likelihood or potential impact of such events, or to effectively manage such events if they occur, including a rapid response time, could adversely affect the Corporation's product supply, distribution, relationships, business, financial condition and results of operations, as well as require additional resources to restore its supply chain.

Maintaining Brand Image and Reputation

The success of the Corporation will depend on its ability to maintain the brand image for existing products, extend its brands to new platforms, and expand its brand image with new product offerings. Underperformance of new product launches can damage overall brand credibility with customers and consumers. Furthermore, the development and introduction of new products requires substantial research, development and marketing expenditures, which the Corporation may not be able to finance or which it may be unable to recover if the new products do not achieve commercial success and gain widespread market acceptance. If the Corporation is unsuccessful in its product innovation efforts and demand for its existing products declines, its business could be negatively affected. The Corporation will seek to maintain, extend, and expand the Life Choices brands and image through marketing investments, including advertising and consumer promotions, and product innovation. Negative public perception of food and beverage marketing could adversely affect the Corporation and its brand image. It could also lead to increased government regulation, which would result in increased costs to the Corporation and could affect the Corporation's ability to maintain, extend and expand its brands. Any adverse publicity concerning marketing practices, natural food regulation or consumer dissatisfaction, relating directly to the Corporation or relating to the industry as a whole, could damage the Corporation's reputation and brand image, undermine customer confidence and reduce long-term demand for natural food products.

The impact of adverse publicity on the Corporation's operations could be magnified due to the rapidly changing media environment. The Corporation is expected to use social and digital media and online advertising campaigns to market its products. The growing use of social and digital media increases the speed and extent that information or misinformation and opinions can be shared. Negative posts or comments about the Corporation, its brands or products on social or digital media, whether or not valid, could seriously damage its brands and reputation quickly and the Corporation will be required to rapidly respond to any negative feedback. If the Corporation does not manage online interactions and negative feedback as a whole, its product sales, financial condition and operating results could be materially and adversely affected.

Changes in Consumer Preferences and Demand

Consumer preferences evolve over time and the success of the Corporation's food products depends on its ability to identify the tastes and dietary habits of consumers and to offer products that appeal to their preferences, including concerns of consumers regarding health and wellness, obesity, product attributes, and ingredients at a competitive cost. Introduction of new products and product extensions require significant development and marketing investment. If the Corporation's new products fail to meet consumer preferences, or it fails to introduce new and improved products on a timely basis, then the return on new product investment will be less than anticipated. Consequently, the Corporation's strategy to grow sales and profits with investments in acquisitions, marketing, and innovation will be less successful.

A significant shift in consumer demand away from the Corporation's products or the Corporation's failure to maintain its current market position could reduce its sales or the prestige of its brands in its markets, which could have an adverse effect on the Corporation's results of operations. While the Corporation continues to diversify its product offerings, developing new products entails risks and it cannot be certain that demand for its products will continue at current levels or increase in the future.

Commodity Supply

The products distributed and/or sold by the Corporation are created using a number of different commodities; primarily meat and dairy products. Commodities can be subject to price volatility caused by commodity market fluctuations, supply and demand, currency fluctuations, external conditions such as the environment, the weather, and changes in governmental agricultural and energy policies and regulations. In particular, the Corporation is subject to rules and regulations around supply management systems like the dairy market which could affect its ability to market some of its products. For example, Rolling Meadow milk is currently classified as a 'niche' product by the DFO. Should the DFO change this classification to a 'special' milk class or other, Life Choices would lose certain advantages offered by being classified as 'niche' and competition could increase. Certain of Canada's international trading partners have put pressure on the Federal Government to abolish the supply managed system in dairy, chicken and egg production in Canada, for example, in the Trans-Pacific Partnership negotiations which Canada has recently joined. Although it is unclear what effect the winding down, should it occur, of supply management in Canada would have on Life Choices ability to continue to run the Rolling Meadow brand, it is expected that any impact on the Canadian dairy industry would be phased in over a number of years, thus providing Canadian dairy industry participants time to make required adjustments.

Commodity price increases will result in increases in raw material, packaging, energy costs and operating costs. The Corporation may not be able to increase its product prices and achieve cost savings that fully offset these increased costs and increasing prices may result in reduced sales volume, reduced margins and profitability. The Corporation purchases certain commodities directly from the source (rather than from a vendor or reseller) which minimize price fluctuations however; it may not always be possible to do so. The Corporation may engage in hedging against commodity price increases; these practices reduce, but do not eliminate, the risk of negative profit impacts from commodity price increases. The Corporation will not be able to fully hedge against changes in commodity prices and the risk management procedures used may not always work as intended.

Reliance on Specific Contracts

A significant amount of the Corporation's product volume is sold through large retail chains, including supermarkets and wholesalers, and a single distributor. These retail chains are becoming more consolidated and, at times, may seek to use their purchasing power to improve their profitability by negotiating lower prices, increasing emphasis on generic and other private-label brands, and increasing promotional programs. Discount retailers continue to challenge traditional retail outlets, which could amplify such acts. These factors, as well as others, could have a negative impact on the availability of the Corporation's products, as well as its profitability. At times, a retailer may choose to temporarily discontinue sales of one or more of the Corporation's products as a result of a dispute the Corporation may be having with that retailer. Additionally, due to high levels of competition in the Corporation's product categories, certain key retailers may demand listing fees, increases on listing fees or other fee concessions for its products. A dispute with a large retailer that chooses not to sell certain products for a prolonged period of time, or a dispute with its key distributor, could adversely affect the Corporation's sales volume and/or financial results.

Industry Regulation

The manufacture and marketing of food products for human consumption is extensively regulated. The primary areas of regulation include the processing, packaging, storage, distribution, marketing, advertising, labeling, quality and safety of the Corporation's food products, as well as the health and safety of its employees and the protection of the environment. In Canada, the Corporation is subject to regulation by various government agencies, including the Canadian Food Inspection Agency, Agriculture and Agri-Food Canada, the Dairy Farmers of Ontario, as well as various additional provincial and local agencies. The Corporation is regulated by similar agencies outside of Canada. Management cannot predict the nature of future laws, regulations, interpretations or applications, nor can it determine what effect either additional governmental regulations or administrative orders, when and if promulgated, would have on its business in the future. They could, however, require the reformation of certain products to meet new standards, the recall or discontinuance of certain products not able to be reformulated, additional record keeping, expanded documentation of the properties of certain products, expanded or different labeling and/or scientific substantiation. Changes in regulatory requirements (such as proposed labeling requirements), or evolving interpretations of existing regulatory requirements, may result in increased compliance cost, capital expenditures and other financial obligations that could adversely affect the Corporation's business or financial results. In addition, the marketing of food products for human consumption has come under increased scrutiny in recent years, and the food industry has been subject to an increasing number of legal proceedings and claims relating to alleged false or deceptive marketing under federal, provincial, state and foreign laws or regulations. Legal proceedings or claims related to the Corporation's marketing could damage its reputation and/or could adversely affect its business or financial results. Any or all of such changes, requirements, proceedings or claims could have an adverse effect on the Corporation's results of operations and financial condition.

Food Safety and Product Recalls

The sale of products for human use and consumption involves the risk of injury or illness to consumers. Such injuries may result from inadvertent mislabelling, tampering by unauthorized third parties or product contamination or spoilage. Under certain circumstances, the Corporation may be required to recall or withdraw products, suspend production of its products or cease operations, which may lead to an adverse effect on the Reporting Issuer's results of operations. In addition, customers may cancel orders for such products as a result of such events. Even if a situation does not necessitate a recall or market withdrawal, product liability claims might be asserted against the Corporation. While the Corporation is subject to governmental inspection and regulations and believes its facilities and those of its co-packers and suppliers comply in all material respects with all applicable laws and regulations, if the consumption of any of its products causes, or is alleged to have caused, a health-related illness the Corporation may become subject to claims or lawsuits relating to such matters. Even if a product liability claim is unsuccessful or is not fully pursued, the negative publicity surrounding any assertion that its products caused illness or physical harm, including the risk of reputational harm being magnified through news articles, blogs, chat rooms and social media sites, could adversely affect the Corporation's reputation with existing and potential customers and consumers and its corporate brand image. Moreover, claims or liabilities of this type might not be covered by insurance or by any rights of indemnity or contribution that the Corporation may have against others. The Corporation maintains product liability insurance in an amount that it believes to be adequate. However, the Corporation cannot be sure that it will not incur claims or liabilities for which it is not insured or that exceed the amount of its insurance coverage. A product liability judgement against the Corporation or a product recall could have a material adverse effect on the business, consolidated financial condition, results of operation or liquidity. Additionally, a failure by co-packers to comply with food safety, environmental, or other laws and regulations may disrupt the supply of products or may lead to claims and liabilities.

Energy Costs

The Corporation could experience an increase in energy costs which could result in higher transportation, freight and other operating costs. The Corporation's future operating expenses and margins and thus profits are dependent on its ability to manage the impact of cost increases. As the market may not be able to sustain an increase in prices, such cost increases may affect the profitability of the Corporation.

Dependence on Management and Key Personnel

The Corporation will strongly depend on the business and technical expertise of its management team and there is little possibility that this dependence will decrease in the near term. The loss of the services of such key personnel may have a material adverse effect on the Corporation's business, financial condition, results of operations and prospects. The contributions of the existing management team to the immediate and near term operations of the Corporation are likely to be of importance. In addition, there is competition for qualified personnel in the natural food industry and there can be no assurance that the Corporation will be able to continue to attract and retain all personnel necessary for the development and operation of its business.

Trademarks and Other Intellectual Property

The Corporation considers its trademarks, particularly certain brand names and product packaging, advertising and promotion design and artwork to be of significant importance to its business and ascribes a significant value to these intangible assets. The Corporation will rely on trademark and other intellectual property laws and other arrangements to protect its proprietary rights. There can be no assurance that the steps taken by the Corporation to protect any intellectual property rights will preclude competitors from developing confusingly similar brand names or promotional materials. The Corporation has taken reasonable legal steps to ensure its proprietary rights do not infringe upon the proprietary rights of third parties, but there can be no certainty of its success in such protection measures or the impact of such costs on the Corporation's results of operations.

Labour Costs, Shortages and Labour Relations

The success of the Corporation's business depends on both hourly and salaried employees. Changes in the general conditions of the employment market could affect the ability of the Corporation to hire or retain staff at current wage levels. The occurrence of either of these events could have an adverse effect on the Corporation's results of operations. No staff of the Corporation is currently members of any labour union or similar organization. If some or all of the employees of the Corporation chose to create or join a union or similar organization, such an occurrence could increase labour costs and thereby have an adverse effect on the Corporation's results of operations.

Importance of Inventory, Warehouse and Distribution Systems

The Corporation's inventory, warehouse and distribution systems are largely outsourced and are critical components of its operations. The Corporation's ability to maintain existing supply chain relationships and, as the Corporation completes acquisitions, form new supply chain relationships where necessary, is important to its future performance. If the Corporation is unable to maintain the inventory, warehouse and distribution systems necessary, the Corporation's operations could be adversely affected which would have an adverse effect on the Corporation's results of the operations.

Global Financial Crisis and Disruptions in the Worldwide Economy

Recent market events and conditions, including disruptions in the international credit markets and other financial systems and the deterioration of global economic conditions, have caused significant volatility to commodity prices. These conditions worsened in 2008 and continued in 2009, causing a loss of confidence in the broader global credit and financial markets and resulting in the collapse of, and government intervention in, major global banks, financial institutions and insurers and creating a broad climate of greater volatility, less liquidity, widening of credit spreads, a lack of price transparency, increased credit losses and tighter credit conditions. Notwithstanding various actions by governments, concerns about the general condition of the capital markets, financial instruments, banks, investment banks, insurers and other financial institutions caused the broader credit markets to further deteriorate and stock markets to decline substantially. These factors have negatively impacted capital raising and sales cycles, and will continue to impact the performance of the global economy and thus the Corporation going forward.

Adverse and uncertain economic market conditions, particularly in the locations in which the Corporation operates, may impact customer and consumer demand for its products and its ability to manage normal commercial relationships with its customers, suppliers and creditors. Consumers may shift purchases to lower-priced or other perceived value offerings during economic downturns, which may adversely affect the result of operations. Consumers may also reduce the number of natural products that they purchase where there are conventional alternatives, given that natural products generally have higher retail prices than do their conventional counterparts. In addition, consumers may choose to purchase private label products rather than branded products, which generally have lower retail prices than do their branded counterparts. Distributors and retailers may become more conservative in response to these conditions and seek to reduce their inventories. The Corporation's results of operations depend upon, among other things, its ability to maintain and increase sales volumes with existing customers, its ability to attract new customers, the financial condition of its customers and its ability to provide products that appeal to consumers at the right price.

Prolonged unfavourable economic conditions may have an adverse effect on any of these factors and, therefore, could adversely impact the sales and profitability of the Corporation.

Management of Growth

The Corporation may be subject to growth-related risks including capacity constraints and pressure on its internal systems and controls. The ability of the Corporation to manage growth effectively will require it to continue to implement and improve its operational and financial systems and to expand, train and manage its employee base. The inability of the Corporation to properly manage growth may have a material adverse effect on the Corporation's business, financial condition, profitability, results of operations and prospects.

Merger & Acquisition Transactions

As part of its business strategy, the Corporation will attempt to acquire businesses, brands and/or supply chains that management considers a strategic fit with its business. The company currently has no commitments for any acquisitions and has a limited history of acquisitions and dispositions to date. Accordingly, the Corporation's' ability as an organization to acquire and integrate other companies, products or supply systems in a successful manner is unproven. If the Corporation is able to find suitable acquisition candidates, the Corporation may not be able to complete such acquisitions on favourable terms, if at all. Any future acquisitions may result in unforeseen operating difficulties and expenditures, and may absorb significant management attention that would otherwise be available for ongoing development of its business. Since the Corporation may not be able to accurately predict these difficulties and expenditures, these costs may outweigh the value realized from future acquisitions, resulting in a negative impact on profitability. Future acquisitions could result in the issuance of securities that would dilute Shareholders' ownership interest, the incurrence of debt, contingent liabilities, amortization of expenses related to other intangible assets and the incurrence of large, immediate write-offs which could impact profitability.

Issuance of Debt

From time to time, the Corporation may require additional funds on hand for working capital or other purposes. Transactions undertaken in pursuit of these funds may increase the Corporation's debt levels above industry standards for companies of similar size. Depending on future plans, the Corporation may require additional equity and/or debt financing that may not be available or, if available, may not be available on favourable terms to the Corporation. The level of the Corporation's indebtedness from time to time could impair its ability to obtain additional financing on a timely basis in order to take advantage of business opportunities that may arise.

Price Volatility of Publicly Traded Securities

In recent years, the securities markets in Canada have experienced a high level of price and volume volatility, and the market prices of securities of many companies have experienced wide fluctuations in price which have often been unrelated to the operating performance, net asset values or prospects of particular companies. There can be no assurance that continuing fluctuations in price will not occur. It may be anticipated that any quoted market for the Corporation's shares will be subject to market trends generally, notwithstanding any potential success of the Corporation in creating revenues, cash flows or earnings. The value of the Corporation's shares will be affected by such volatility. A public trading market in the Corporation's shares having the desired characteristics of depth, liquidity and orderliness depends on the presence in the marketplace of willing buyers and sellers of the Corporation's shares at any given time, which presence is dependent on the individual decisions of investors over which the Corporation has no control. There can be no assurance that an active trading market in securities of the Corporation will be established and sustained. The market price for the Corporation's securities could be subject to wide fluctuations, which could have an adverse effect on the market price of the Corporation. If an active public market for the Corporation's shares does not develop, the liquidity of a Shareholder's investment may be limited and the share price may decline.

Injury Claims

The Corporation sells products for human consumption, which involves a number of inherent risks. Product contamination, spoilage, other adulteration, misbranding or product tampering could require the Corporation to recall products. The Corporation also may be subject to liability if its products or operations violate applicable laws or regulations, including environmental, health and safety requirements, or in the event its products cause injury, illness or death. The Corporation's product advertising could make it the target of claims relating to false or deceptive advertising under applicable consumer protection laws in the jurisdictions in which the Corporation operates. A significant product liability, consumer fraud or other legal judgment against the Corporation, or a widespread product recall could negatively impact its profitability. Moreover, claims or liabilities of this sort might not be covered by insurance or by any rights of indemnity or contribution that the Corporation may have against others. Even if a product liability, consumer fraud or other claim is found to be without merit or is otherwise unsuccessful, the negative publicity surrounding such assertions regarding the Corporation's products or processes could materially and adversely affect its reputation and brand image, particularly in categories that are promoted as having strong health and wellness credentials. Any loss of consumer confidence in the Corporation's product ingredients or in the safety and quality of its products would be difficult and costly to overcome.

Profitability

There is no assurance that the Corporation will earn profits in the future, or that profitability will be sustained. There is no assurance that future revenues will be sufficient to generate the funds required to continue the Corporation's business development and marketing activities. If the Corporation does not have sufficient capital to fund its operations, it may be required to reduce its sales and marketing efforts or forego certain business opportunities.

Conflicts of Interest

Certain directors of the Corporation are also directors of other companies and as such may, in certain circumstances, have a conflict of interest requiring them to abstain from certain decisions. See "*Directors and Executive Officers - Conflicts of Interest*".

Foreign Exchange

The Corporation has some exposure to foreign currency exchange in the short term. Life Choices currently purchases one product (macaroni and cheese) from a US based co-packer. As well, Life Choices, in a limited capacity, purchases raw materials from suppliers in the US, including chicken meat. Love Child manufactures some of their products from Canadian based co-packers that invoice in US dollars, US based co-packers and European co-packers. Consequently, both operating companies do have exposure to foreign exchange fluctuations. In response, both operating companies factor the forecasted short-term foreign exchange rate into their product pricing models however if sudden, significant changes occur in foreign exchange rates, particularly the US dollar, the Corporation may realize compressed margins.

Taxation

The Corporation has significant retained operating losses. As these retained losses are claimed, the Corporation will eventually be subject to the full amount of the applicable Canadian corporate income tax rates. Retained losses are available to the Corporation to apply against future income. There is a risk that these retained losses will be disallowed by the applicable Canadian taxing authority resulting in higher cash taxes in earlier years than expected.

Risks and Uncertainties Related to the Common Shares

Common Share Price Unpredictability and Volatility

Market prices for securities of small cap, venture listed businesses such as the Corporation may be volatile. A publicly-traded corporation will not necessarily trade at values determined by reference to the underlying value of its business. The prices at which the Common Shares will trade cannot be predicted. The market price of the Common Shares could be subject to significant fluctuations in response to variations in quarterly operating results, dividends and other factors. The annual yield on the Common Shares as compared to the annual yield on other financial instruments may also influence the price of Common Shares in the public trading markets. In addition, the securities markets have experienced significant price and volume fluctuations from time to time in recent years that often have been unrelated or disproportionate to the operating performance of particular issuers. These broad fluctuations may adversely affect the market price of the Common Shares.

Subordination of Common Shares

In the event of a bankruptcy, liquidation or reorganization of the Corporation, holders of certain indebtedness and certain trade creditors will generally be entitled to payment of their claims from the assets of the Corporation before any assets are made available for distribution to Shareholders.

Dilution

The Corporation's constating documents authorize the issuance of an unlimited number of Common Shares. In the event that the Corporation is required to issue additional Common Shares, enter into private placements or to raise financing through the sale of equity securities, the interests of existing Shareholders may be diluted. If the Corporation issues additional Common Shares, it will cause a reduction in the proportionate ownership and voting power of all existing Shareholders.

Future Sales of Common Shares

The sale of a substantial number of Common Shares in the public market by Shareholders could adversely affect the prevailing market price of the Common Shares and could impair the Corporation's ability to raise additional capital through an offering of its equity securities.

6. DIVIDENDS

The Corporation has never declared nor paid dividends on the Common Shares. Currently, the Corporation intends to retain its future earnings, if any, to fund the development and growth of its business, and the Corporation does not anticipate declaring or paying any dividends on the Common Shares in the near future. As a result, Shareholders should expect to rely on capital appreciation, if any, to earn a return on investment in the Common Shares in the foreseeable future. The Board will determine if and when dividends should be declared and paid in the future based upon the Corporation's financial position at the relevant time. Shareholders are entitled to an equal share in any dividends declared and paid on the Common Shares.

7. DESCRIPTION OF CAPITAL STRUCTURE

Common Shares

The Corporation is authorized to issue an unlimited number of Common Shares of which 21,608,526 are issued and outstanding as at the date of this AIF.

Shareholders are entitled to one vote per share at meetings of Shareholders of the Corporation, to receive dividends if, as and when declared by the Board and, upon liquidation, dissolution or winding-up of the Corporation to receive such assets of the Corporation as are distributable to the holders of the Common Shares. There are no pre-emptive, redemption, retraction, purchase or conversion rights attaching to the Common Shares.

8. MARKET FOR SECURITIES OF THE ISSUER

The Common Shares were halted from trading on April 11, 2014 pending the announcement of a potential qualifying transaction and did not resume trading on the Exchange until October 23, 2014 after the termination of such proposed qualifying transaction.

The Common Shares were halted from trading on November 25, 2014 pending the announcement of the Qualifying Transaction and did not resume trading on the Exchange until after the completion of the Qualifying Transaction on May 4, 2015. Since May 4, 2015, the Common Shares have been listed for trading on the Exchange under the stock symbol "JTR" (Join The Revolution).

The following table sets forth, for the periods indicated, the reported high and low prices and the trading volume of the Common Shares on the Exchange:

	Price Range		
	High	**Low**	**Trading Volume**
January, 2014	nil	nil	nil
February, 2014	nil	nil	nil
March, 2014	0.60	0.60	3,000
April 1, 2014 – April 10, 2014	nil	nil	nil
April 11, 2014 to October 22, 2014	n/a	n/a	n/a
October 23, 2014 to November 25, 2014	nil	nil	nil
November 26, 2014 – May 3, 2015	n/a	n/a	n/a
May 4 – May 29, 2015	1.40	1.00	157,018
June 2015	1.39	1.16	69,200
July 2015	1.29	1.00	29,650
August 2015	1.20	0.75	88,390
September 2015	1.45	0.98	17,760
October 2015	1.30	1.00	91,680
November 1 – November **[6]**, 2015	**[1.08]**	**[1.05]**	**[900]**

9. ESCROWED SECURITIES AND SECURITIES SUBJECT TO CONTRACTUAL RESTRICTION ON TRANSFER

Designation of Class	Number	Percentage of Class
Common Shares(1)(2)(3)(4)	5,228,430	24.20%

Notes:

(1) In connection with the Corporation's initial public offering, an aggregate 297,500 Common Shares (on a post-Share Consolidation basis) held by certain Shareholders were deposited into escrow with ComputerShare Trust Company (the "**Escrow Agent**") pursuant to a CPC Escrow Agreement (the "**CPC Escrow Agreement**"). Of the 223,125 Common Shares remaining in escrow under the CPC Escrow Agreement as of the date hereof, approximately 74,375 will be released on each of November 2, 2015, May 2, 2016 and November 1, 2016.

(2) On completion of the Qualifying Transaction, an aggregate of 6,673,741 Common Shares held by principals of the Corporation and certain other Shareholders were deposited into escrow with the Escrow Agent pursuant to Tier 1 Value Security Escrow Agreement (the "**Value Security Escrow Agreement**"). Of the 5,005,305 Common Shares remaining in escrow under the Value Security Escrow Agreement as of the date hereof, approximately 1,668,434 Common Shares will be released on each of November 2, 2015, May 2, 2016 and November 1, 2016.

(3) On completion of the Qualifying Transaction, share certificates representing 3,061,449 Common Shares were issued with restricted legends, prohibiting trading in such Common Shares, pursuant to the Seed Share Resale Restrictions under Policy 5.4 of the Exchange. All of the Common Shares subject the such restrictive labels became free trading on August 30, 2015.

(4) Pursuant to the Qualifying Transaction, all Common Shares held by Matthew von Teichman, Aaron Skelton and Mathew Walsh were subject to contractual lock-up agreements. All of the Common Shares subject to such contractual lock-up agreements became freely tradable on October 27, 2015.

10. DIRECTORS AND EXECUTIVE OFFICERS

The table presented below provides the names of the Corporation's current directors and executive officers, the offices held by them and the date of their first appointment, as of the date hereof. Brief biographies of the current directors are set forth below the table. Each of the directors has been so appointed until the next annual meeting of Shareholders or until his successor is elected or appointed.

Name, Place of Residence	Principal Occupations During the Five Preceding Years	Position with the Corporation	Director Since
Matthew von Teichman Ontario, Canada	President and CEO of Life Choices	Chairman, CEO, President	April 30, 2015
James Haggarty Ontario, Canada	CEO of SHOP.CA, Founder and President of J.E.L.L Advisors, EVP Television Operations, Rogers Broadcasting Ltd.	Director	April 30, 2015
James M. Brown British Columbia, Canada	Vice Chairman Canaccord Genuity Inc., President Jamevest Enterprises Ltd., Managing Partner Difference Capital Funding Inc., Director BC Hydro	Director	April 30, 2015
Blair Tamblyn British Columbia, Canada	CEO Timbercreek Asset Management,	Director	April 30, 2015
Roger Daher Ontario, Canada	Licensed Pharmacist. Owner of 7 Pharmasave (pharmacies)	Director	June 11, 2013
Mathew Walsh Ontario, Canada	Vice President Finance of Vicwest Inc., Senior Manager Pricewaterhouse Coopers LLP	Secretary and CFO	N/A
Aaron Skelton Ontario, Canada	Vice President Brands and Business Development of Life Choices, Senior Director of Merchandising for Loblaw Companies Limited	Vice President Brands and Business Development	N/A

Matthew von Teichman-Logischen – Chair, Chief Executive Officer and President

Matthew von Teichman-Logischen has been the President and Chief Executive Officer of Life Choices since founding it in 2002. Over the last 13 years he has directed its growth from inception to a multi-million dollar multiple brand natural food business. Prior to founding Life Choices, in 1997, Mr. von Teichman-Logischen co- founded and was president of JobShark Corporation, which grew to become one of the largest online recruitment organizations in North America, boasting over 100 employees in nine countries. Mr. von Teichman- Logischen sold JobShark Corporation in 2002 and remained on its board of directors until 2003. Mr. von Teichman-Logischen holds a Bachelor of Arts degree from the University of Western Ontario (now Western University), and sits on the Board of Directors of the Childhood Cancer Canada Foundation.

James M. Brown – Director

James M. Brown is currently the Vice-Chairman of Canaccord Genuity Corp., a leading independent investment bank. Previously Mr. Brown was a Managing Partner of a specialty finance company called Difference Capital Funding Inc. that advised and provided capital for growth companies. Mr. Brown is also a director of BC Hydro. He has spent over 15 years in corporate finance with significant transactional experience in both the Canadian and US capital markets. Mr. Brown is based in Vancouver. Mr. Brown is a graduate with distinction of McGill University (B.A.), is a Chartered Business Valuator (a member of the Canadian Institute of Chartered Business Valuators), has served on the National Advisory Committee for the Toronto Stock Exchange Group and is a member of the Young President's Organization.

James Haggarty – Director

Mr. Haggarty is the current CEO of SHOP.CA. From 2005 to 2012, Mr. Haggarty worked for Rogers Communications Inc. in several capacities, culminating as the Executive Vice President of Television Operations for Rogers Broadcasting Ltd., and prior to that the Vice President of Financial Operations for Rogers Media Inc. Mr. Haggarty brings considerable acquisition and merger experience, as well as having served as a CFO for a division of a publicly listed company and a current audit committee chair for a publicly listed company. Mr. Haggarty is a CPA and CA.

Blair Tamblyn – Director

Blair Tamblyn is a Co-Founder, Managing Director and CEO of Timbercreek Asset Management. Mr. Tamblyn is also Chairman of the Board for Timbercreek Mortgage Investment Corporation and Timbercreek Senior Mortgage Investment Corporation. Mr. Tamblyn has over 15 years of experience working with the public and private capital markets and has led the origination, structuring, capitalization and execution of all public and private Timbercreek funds that currently manage approximately C$4.4 billion in assets. Prior to founding Timbercreek in 1999, Mr. Tamblyn was employed at Connor, Clark & Company. Mr. Tamblyn is a graduate of the University of Western Ontario, and is a graduate of the Rotman School of Business Director Education Program.

Roger Daher – Director

Roger Daher has been a licensed pharmacist for 25 years and he is currently a practicing owner/partner in seven Ontario Pharmasave pharmacies. Since 2010, Mr. Daher, has been a member of the Pharmasave Ontario board of directors, as well as a member of the audit committee (current treasurer/secretary and also audit committee chair). Mr. Daher also serves as a director on a number of other public companies, including Xylitol Canada Inc., where he is the audit committee Chair.

Collective Shareholdings

As a group, the directors and executive officers of the Corporation beneficially own, directly or indirectly, a total of 6,697,374 Common Shares, being approximately 31.0% of the issued and outstanding Common Shares on the date hereof.

Corporate Cease Trade Orders or Bankruptcies

To the knowledge of management of the Corporation, there has been no director or executive officer that is, or within 10 years before the date of this AIF has been, a director, chief executive officer or chief financial officer of any issuer that:

(a) while that person was acting in that capacity was the subject of a cease trade or similar order, or an order that denied the other issuer access to any exemptions under Canadian securities legislation, for a period of more than 30 consecutive days; or

(b) while that person was acting in that capacity was subject to an event that resulted, after the director or executive officer ceased to be a director or executive officer, in the company being the subject of a cease trade or similar order or an order that denied the relevant company access to any exemption under securities legislation, for a period of more than 30 consecutive days.

To the knowledge of management of the Corporation, there has been no director or executive officer or shareholder holding a sufficient number of securities of the Corporation to affect materially the control of the Corporation, that is, or within 10 years before the date of this AIF has been, a director or executive officer of any issuer that:

(a) while that person was acting in that capacity or within a year of that person ceasing to act in that capacity, became bankrupt, made a proposal under any legislation relating to bankruptcy or insolvency or was subject to or instituted any proceedings, arrangement or compromise with creditors or had a receiver, receiver manager or trustee appointed to hold its assets; or

(b) has, within 10 years before the date of this AIF become bankrupt, made a proposal under any legislation relating to bankruptcy or insolvency, or was subject to or instituted any proceedings, arrangement or compromise with creditors, or had a receiver, receiver manager or trustee appointed to hold the assets of the director, executive officer or shareholder.

Penalties or Sanctions

To the knowledge of management of the Corporation, there has been no director or executive officer or shareholder holding a sufficient number of securities of the Corporation to affect materially the control of the Corporation, that is or has been, a director or executive officer of any issuer that:

(a) been subject to any penalties or sanctions imposed by a court relating to securities legislation or by a securities regulatory authority or has entered into a settlement agreement with a securities regulatory authority; or

(b) been subject to any other penalties or sanctions imposed by a court or regulatory body that would likely be considered important to a reasonable investor in making an investment decision.

Conflicts of Interest

To the Corporation's knowledge, there are no existing or potential material conflicts of interest between the Corporation or a subsidiary of the Corporation and the Corporation's directors or officers.

Board Committees

Current Board committees include the Audit Committee and the Human Resources and Governance Committee. The Human Resource and Governance Committee is responsible for developing and overseeing the Corporation's approach to governance issues, approving and reporting to the Board respecting appointment, compensation and succession of senior executives, overseeing the administration of the Corporation's compensation and benefits plan (including in respect of senior executives and directors), reviewing health and safety policies and procedures and monitoring the adequacy of legal compliance systems.

Committee membership is shown in the following table:

	Audit Committee	Human Resources & Governance Committee
Matthew von Teichman		
James Haggarty	x	
James Brown		x
Blair Tamblyn	x	x
Roger Daher	x	x

11. PROMOTERS

Matthew von Teichman, the Chair, CEO and President of the Corporation may be considered a promoter of the Corporation in that he took the initiative in the substantial reorganization of the business of Life Choices in connection with the completion of the Qualifying Transaction. Mr. von Teichman holds 6,036,843 Common Shares, being 28% of the issued and outstanding Common Shares as at the date hereof and 386,765 stock options exercisable for the same number of Common Shares.

12. LEGAL PROCEEDINGS AND REGULATORY ACTIONS

There are no actual or, to the knowledge of the Corporation, contemplated legal proceedings to which the Corporation is a party or of which any of its assets are the subject matter, of a material nature that require disclosure in this AIF, that occurred during the financial year ended December 31, 2014.

13. INTEREST OF MANAGEMENT AND OTHERS IN MATERIAL TRANSACTIONS

None of the Corporation's current directors or executive officers or persons or companies that are the direct or indirect beneficial owners of, or who exercise control or direction over, more than 10% of the outstanding Common Shares, or any associate or affiliate of any of the foregoing, has any material interest, direct or indirect, in any transactions in which the Corporation has participated since the Corporation's formation on June 11, 2013.

14. TRANSFER AGENT AND REGISTRAR

The transfer agent and registrar of the Corporation is Computershare Investor Services Inc. at its principal office in Toronto, Ontario.

15. MATERIAL CONTRACTS

The only material contracts entered into by the Corporation during the past year or entered into prior to the most recently completed financial year that are still in effect, other than in the ordinary course of business, are as follows:

(a) the Definitive Agreement; and

(b) the Share Purchase Agreement.

Copies of these contracts are available on the Corporation's profile at www.SEDAR.com.

16. INTERESTS OF EXPERTS

The current auditors of the Corporation are MNP LLP. The auditors of the Corporation for the year ended December 31, 2014 were Collins Barrow Toronto LLP. The Corporation's consolidated financial statements as of December 31, 2014, and for the year then ended have been filed in reliance on the report of Collins Barrow Toronto LLP, given their authority as experts in auditing and accounting. The Corporation has been advised that Collins Barrow Toronto LLP is independent in accordance with the rules of professional conduct which govern its professional activities in the Province of Ontario in connection with their audit of the consolidated financial statements of the Corporation for the year ended December 31, 2014. The Corporation has been advised that MNP LLP is independent in accordance with the rules of professional conduct which govern its professional activities in the Province of Ontario.

17. ADDITIONAL INFORMATION

Additional information, including information as to remuneration and indebtedness of directors and officers of the Corporation and the principal Shareholders, options to purchase securities and interests of insiders in material transactions, as applicable, is contained in the Corporation's most recently filed information circular for the annual meeting of Shareholders. Additional information is provided in the Corporation's financial statements and management's discussion and analysis for its most recently completed financial year. A copy of these documents may be obtained upon request from Mathew Walsh, CFO of the Corporation, at 178 St. George Street, Toronto, Ontario. Such documents and other additional information have also been filed with applicable securities regulatory authorities and are available through the SEDAR website (www.sedar.com) under the Corporation's publicly filed documents.

18. GLOSSARY OF TERMS

This AIF has been prepared using a number of terms defined below, which a reader should consider when reading the information contained herein.

Unless otherwise indicated, all dollar amounts in this AIF are expressed in Canadian dollars.

"**Acquisition**" has the meaning ascribed to it under "*General Development of the Business - Significant Acquisition*";

"**Acquisition Private Placement**" has the meaning ascribed to it under "*General Development of the Business - Acquisition Private Placement*";

"**Agent's Options**" has the meaning ascribed to it under "*General Development of the Business - Qualifying Transaction Private Placement";*

"**AIF**" means this annual information form;

"**Amalgamation**" means the three-cornered amalgamation of Life Choices, Aumento and Aumento Subco completed on April 30, 2015, pursuant to the terms of the Definitive Agreement;

"**Audit Committee**" means the audit committee of the Corporation;

"**Aumento**" means Aumento Capital IV Corporation, the Corporation prior to the completion of the Amalgamation;

"**Aumento Subco**" means 2460889 Ontario Inc., a wholly-owned subsidiary of Aumento that amalgamated with Life Choices pursuant to the terms of the Amalgamation;

"**Board**" means the board of directors of the Corporation;

"**business day**" means a day, other than a Saturday, Sunday or statutory or civic holiday, when banks are generally open for the transaction of business in Toronto, Ontario;

"**CEO**" means Chief Executive Officer;

"**CFO**" means Chief Financial Officer;

“**COO**” means Chief Operating Officer;

“**Common Shares**” means common shares in the capital of the Corporation;

“**Corporation**” means Aumento after the Qualifying Transaction and completion of the Name Change to “GreenSpace Brands Inc.”, together with its subsidiaries, where applicable;

“**Definitive Agreement**” means the agreement entered into on April 13, 2015 among Aumento, Aumento Subco, and Life Choices setting out the terms and conditions of the Qualifying Transaction and the Amalgamation;

“**DFO**” means, the Dairy Farmers of Ontario marketing organization, the marketing group for the largest sector of Ontario agriculture, owned and operated by the farmer families of Ontario’s dairy farmers;

“**Escrow Agent**” has the meaning ascribed to it under “*Escrowed Securities and Securities Subject to Contractual Restriction on Transfer*”;

“**Escrow Agreement**” has the meaning ascribed to it under “*Escrowed Securities and Securities Subject to Contractual Restriction on Transfer*”;

“**Exchange**” means the TSX Venture Exchange;

“**Human Resource and Governance Committee**”, means the human resource and governance committee of the Corporation;

“**Life Choices**” means Life Choices Natural Food Corp., a corporation incorporated pursuant to the laws of the Province of Ontario on May 31, 1999 and amalgamated with Aumento Subco on April 30, 2015 pursuant to the Amalgamation (references include both the pre and post Amalgamation entities);

“**Life Choices Shares**” means common shares in the capital of Life Choices prior to the Amalgamation;

“**Love Child**” means Love Child (Brands) Inc., a corporation incorporated pursuant to the laws of the Province of British Columbia on February 18, 2011, acquired by 1048640 B.C. Ltd. (a wholly-owned subsidiary of the Corporation) on October 19, 2015 and amalgamated with 1048640 B.C. Ltd. on the completion of the Acquisition;

“MSC” means Marine Stewardship Council;

“**Name Change**” has the meaning ascribed to it under “*Corporate Structure*”;

“**OBCA**” means the *Business Corporations Act* (Ontario);

“**Policy**” means the Exchange’s Policy 2.4 - *Capital Pool Companies*;

“**Qualifying Transaction**” means a transaction whereby a capital pool company acquires significant assets other than cash, by way of purchase, amalgamation, merger or arrangement with another company or by other means, and, specifically in the case of the Corporation, the Amalgamation, as more particularly described herein;

“**Qualifying Transaction Private Placement**” means the private placement of approximately 3,897,059 Life Choices Shares (post-Share Split), for gross proceeds of approximately $5,300,000;

“**Shareholder**” means each holder of a Common Share;

“**Share Consolidation**” has the meaning ascribed to it under “*Corporate Structure*”;

“**Share Purchase Agreement**” means the share purchase agreement dated September 15, 2015, among 1048640 B.C. Ltd. (a wholly-owned subsidiary of the Corporation), the shareholders of Love Child and, for limited purposes, the Corporation, for the acquisition of all issued and outstanding shares in Love Child by 1048640 B.C. Ltd.;

“**Share Split**” means the 1 to 4.364521 split of Life Choices Shares, completed prior to the closing the Qualifying Transaction Private Placement and the completion of the Amalgamation;

“**SQF Certified**” means the Safe Quality Food Program, which is recognized by the Global Food Safety Initiative (GFSI) and links primary production certification to food manufacturing, distribution and agent/broker management certification;

“**Units**” has the meaning ascribed to it under “*General Developments of Business - Acquisition Private Placement*”;

“**Value Escrow Agreement**” has the meaning ascribed to it under “*Escrowed Securities and Securities Subject to Contractual Restriction on Transfer*”; and

“**Warrant**” has the meaning ascribed to it under “*General Developments of Business - Acquisition Private Placement*”.

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