

FORM 51-102F3

MATERIAL CHANGE REPORT

1. Name and Address of Issuer

illumin Holdings Inc. (the “**Issuer**”)
70 University Ave., Suite 1200
Toronto, Ontario M5J 2M4
Phone: 416 218-9888

2. Date of Material Change

March 27, 2024.

3. News Release

A news release disclosing the material change referred to in this report was issued by the Issuer on March 27, 2024 and filed on SEDAR+.

4. Summary of Material Change

The Issuer announced the appointment of Simon Cairns as Chief Executive Officer of the Issuer, effective April 15, 2024.

5.1 Full Description of Material Change

The Issuer announced the appointment of Simon Cairns as Chief Executive Officer of the Issuer, effective April 15, 2024. Mr. Cairns succeeds Tal Hayek, who, as previously announced, will transition to the role of Non-Executive Vice Chairman on the Board of Directors of the Issuer.

5.2 Disclosure of Restructuring Transactions

Not applicable.

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

Not applicable

7. Omitted Information

No information has been omitted on the basis that it is confidential.

8. Executive Officer

For further information about this material change, please contact:

Elliot Muchnik
Chief Financial Officer
Elliot.Muchnik@illumin.com

illumin Holdings Inc.
70 University Ave., Suite 1200
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9. Date of Report

April 1, 2024