

FORM 51-102F3

MATERIAL CHANGE REPORT

Item 1 Name and Address of Company

QYOU Media Inc. (the “Company”)
154 University Avenue, Unit 601
Toronto, ON
M5H 3Y9

Item 2 Date of Material Change

November 24, 2025

Item 3 News Releases

On November 20, 2025, a news release was disseminated through the newswire services of Newsfile Corp. and subsequently filed on the System for Electronic Data Analysis Retrieval+ (SEDAR+) at www.sedarplus.ca.

Item 4 Summary of Material Change

On November 24, 2025, the Company completed a consolidation of the issued and outstanding common shares of the Company (the “**Common Shares**”) on the basis of one (1) post-consolidation share for every twelve (12) pre-consolidation shares (the “**Consolidation**”).

Item 5 Full Description of Material Change

On November 24, 2025, the Company completed the Consolidation. As a result of the Consolidation, effective at the opening of trading on November 24, 2025, the Common Shares commenced trading on a consolidated basis on the facilities of the TSX Venture Exchange and the OTCQB. The Common Shares will continue to trade under the symbols “QYOU” and “QYOUF”, respectively.

Upon completion of the Consolidation, the Company has approximately 51,903,674 Common Shares outstanding. No fractional Common Shares were issued in connection with the Consolidation and, in the event that a shareholder would otherwise have been entitled to receive a fraction of a Common Share in connection with the Consolidation, such fraction was rounded down to the nearest whole number of Common Shares and no cash consideration was paid in respect of fractional Common Shares. The new CUSIP in respect of the consolidated Common Shares is 77584B602.

Registered shareholders will receive a letter of transmittal from the Company’s transfer agent, Computershare Investor Services Inc., providing instructions regarding how to exchange their pre-Consolidation Common Shares (represented by share certificates) for new DRS advice statements representing post-Consolidation Common Shares to which they are entitled as a result of the Consolidation. The letter of transmittal will also be available under the Company’s SEDAR+ profile at www.sedarplus.ca. No action is required by non-registered shareholders (shareholders who hold their Common Shares through an intermediary) or by registered shareholders whose pre-Consolidation Common Shares are represented by DRS in connection

with the Consolidation.

The exercise price and number of Common Shares of the Company issuable upon the exercise of the outstanding convertible securities of the Company will be proportionately adjusted to reflect the Consolidation.

For additional details regarding the Consolidation, please see the Company's news release dated November 20, 2025, and management information circular dated July 23, 2025 which is available under the Company's SEDAR+ profile at www.sedarplus.ca.

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

Not applicable.

Item 7 Omitted Information

Not applicable.

Item 8 Executive Officer

Curt Marvis, the Chief Executive Officer of the Company, is knowledgeable about the material change and this report. His business telephone number is 416-559-2700.

Item 9 Date of Report

November 25, 2025