



Trader's Bank Building
702, 67 Yonge St.
Toronto, ON M5E 1J8

Form of Proxy – Annual and Special Meeting to be held on May 12, 2023

Appointment of Proxyholder

I/We being the undersigned holder(s) of **Simply Better Brands Corp.** hereby appoint **Kathy Casey (CEO)** or failing this person, **Brian Meadows (CFO)**.

OR

Print the name of the person you are appointing if this person is someone other than the Management Nominees listed herein:

as my/our proxyholder with full power of substitution and to attend, act, and to vote for and on behalf of the holder in accordance with the following direction (or if no directions have been given, as the proxyholder sees fit) and all other matters that may properly come before the Annual and Special Meeting of Simply Better Brands Corp. to be held at **TMX Market Centre, The Bourse Room: 120 Adelaide St W, Toronto, ON M5H 1S3 at 9:00 a.m. (EST) on Friday, May 12, 2023** or at any adjournment thereof.

1. Number of Directors. To set the number of directors to be elected at the Meeting to at five (5).						For <input type="checkbox"/>	Against <input type="checkbox"/>
2. Election of Directors.	For	Withhold	For	Withhold		For	Withhold
a. Paul Norman	<input type="checkbox"/>	<input type="checkbox"/>	b. Kathy Casey	<input type="checkbox"/>	<input type="checkbox"/>	c. Michael Galloro	<input type="checkbox"/>
d. J.R. Kingsley Ward	<input type="checkbox"/>	<input type="checkbox"/>	e. Richard Kellam	<input type="checkbox"/>	<input type="checkbox"/>		<input type="checkbox"/>
3. Appointment of Auditors. To appoint Marcum LLP as auditors for the ensuing year and to authorize the directors to fix the remuneration to be paid to the auditors.						For <input type="checkbox"/>	Withhold <input type="checkbox"/>
4. Omnibus Plan. To consider and, if thought appropriate pass with or without variation an ordinary resolution shareholders, as more particularly set forth in the Company's Management Information Circular, ratify, confirm and approve the omnibus plan of the Company, the full text of which is attached as Schedule A to the Management Information Circular dated March 29, 2023.						For <input type="checkbox"/>	Against <input type="checkbox"/>
5. Ratification of Stock Options. To consider and, if thought appropriate, to approve without variation, an ordinary resolution by the disinterested shareholders ratifying the grant of an aggregate 1,012,000 options previously approved by the board of the directors of the Company, as more particularly described in the Company's Management Information Circular dated March 29, 2023.						For <input type="checkbox"/>	Against <input type="checkbox"/>

Authorized Signature(s) – This section must be completed for your instructions to be executed.

Signature(s):

Date

I/We authorize you to act in accordance with my/our instructions set out above. I/We hereby revoke any proxy previously given with respect to the Meeting. If no voting instructions are indicated above, **this Proxy will be voted as recommended by Management.**

/ /
MM / DD / YY

Interim Financial Statements – Check the box to the right if you would like to receive interim financial statements and accompanying Management's Discussion & Analysis by mail. See reverse for instructions to sign up for delivery by email.

Annual Financial Statements – Check the box to the right if you would like to receive the Annual Financial Statements and accompanying Management's Discussion and Analysis by mail. See reverse for instructions to sign up for delivery by email.

This form of proxy is solicited by and on behalf of Management.

Proxies must be received by 9:00 am (EST), on May 10, 2023.

Notes to Proxy

1. Each holder has the right to appoint a person, who need not be a holder, to attend and represent him or her at the Annual and Special Meeting. If you wish to appoint a person other than the persons whose names are printed herein, please insert the name of your chosen proxyholder in the space provided on the reverse.
2. If the securities are registered in the name of more than one holder (for example, joint ownership, trustees, executors, etc.) then all of the registered owners must sign this proxy in the space provided on the reverse. If you are voting on behalf of a corporation or another individual, you may be required to provide documentation evidencing your power to sign this proxy with signing capacity stated.
3. This proxy should be signed in the exact manner as the name appears on the proxy.
4. If this proxy is not dated, it will be deemed to bear the date on which it is mailed by Management to the holder.
5. The securities represented by this proxy will be voted as directed by the holder; however, if such a direction is not made in respect of any matter, this proxy will be voted as recommended by Management.
6. The securities represented by this proxy will be voted or withheld from voting, in accordance with the instructions of the holder, on any ballot that may be called for and, if the holder has specified a choice with respect to any matter to be acted on, the securities will be voted accordingly.
7. This proxy confers discretionary authority in respect of amendments to matters identified in the Notice of Meeting or other matters that may properly come before the meeting.
8. This proxy should be read in conjunction with the accompanying documentation provided by Management.

INSTEAD OF MAILING THIS PROXY, YOU MAY SUBMIT YOUR PROXY USING SECURE ONLINE VOTING AVAILABLE ANYTIME:



To Vote Your Proxy Online please visit:

<https://login.odysseytrust.com/pxlogin>

You will require the CONTROL NUMBER printed with your address to the right.

If you vote by Internet, do not mail this proxy.

To request the receipt of future documents via email and/or to sign up for Securityholder Online services,

you may contact Odyssey Trust Company at www.odysseycontact.com.

Voting by mail may be the only method for securities held in the name of a corporation or securities being voted on behalf of another individual. A return envelope has been enclosed for voting by mail.