



B R A N D S

**Notice of Availability of Proxy Materials  
for SIMPLY BETTER BRANDS CORP. (the “Company”) Annual and  
Special Meeting**

**Meeting Date and Time: Friday May 12, 2023 at 9:00 a.m. (EST)**

**Location: TMX Market Centre, The Bourse Room: 120 Adelaide St W, Toronto, ON  
M5H 1S3**

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Please be advised that the proxy materials for the above noted securityholder meeting are available for viewing and downloading online. This document provides an overview of these materials, but you are reminded to access and review the information circular and other proxy materials available online prior to voting. These materials are available at:

**<https://www.simplybetterbrands.com/investor-relations/2023annual-meeting>**

**OR**

**[www.sedar.com](http://www.sedar.com)**

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**Obtaining Paper Copies of the Proxy Materials**

Securityholders may request to receive paper copies of the proxy materials related to the above referenced meeting by mail at no cost. Requests for paper copies may be made by contacting:

**Toll Free Within North America: 1 (888) 290-1175**

**Direct from outside of North America: 1 (587) 885-0960**

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**Notice of Meeting**

The resolutions to be voted on at the meeting, described in detail in the Management Information Circular (the “**Circular**”), are as follows:

1. to fix the number of directors for the ensuing year at five;
2. to elect directors for the ensuing year as described in the Circular;
3. 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;
4. to consider and, if thought appropriate pass with or without variation an ordinary resolution of shareholders, as more particularly set forth in the Circular, ratify, confirm and approve the omnibus plan of the Company; and
5. 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 Circular.

**Voting**

To vote your securities, please refer to the instructions on the enclosed Proxy or Voting Instruction Form. Your Proxy or Voting Instruction Form must be received by 9:00 a.m. (EST) on Wednesday May 10, 2023.

**Stratification**

The Issuer is providing paper copies of its Management Information Circular only to those registered shareholders and beneficial shareholders that have previously requested to receive paper materials.

**Annual Financial Statements**

The Issuer is providing paper copies or emailing electronic copies of its annual financial statements to registered shareholders and beneficial shareholders that have opted to receive annual financial statements and have indicated a preference for either delivery method.