



B R A N D S

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

**Meeting Date and Time: Wednesday May 15, 2024 at 9:00 a.m. (Eastern Time)**

**Location: 60 Adelaide St E, Suite 1000 Toronto, ON M5C 3E4**

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Please be advised that the proxy materials for the above noted shareholder meeting (the “**Meeting**”) are available for viewing and downloading online. This notice provides an overview of these materials, but you are reminded to access and review the notice of Meeting and management information circular (the “**Circular**”) and other proxy materials of the Company available online prior to voting. These materials are available at:

**<https://www.simplybetterbrands.com/investor-relations/2024annual-meeting>**

**OR**

**[www.sedarplus.com](http://www.sedarplus.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 Meeting by mail at no cost, at any time up to one year from the date the documents were filed on SEDAR+. Requests must be made by Friday, May 3, 2024 at 5:00 p.m. (Eastern Time) in order to receive paper copies prior to the Meeting.

Requests for further information regarding this notice and for paper copies of the proxy materials may be made by contacting:

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

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

**Please note that if you request paper copies of the proxy materials, you will not receive a new form of proxy or voting instruction form, so you should retain the form mailed to you in order to vote.**

Shareholders can vote in person at the Meeting by following the instructions set out in the Circular or by following the instructions on the enclosed form of proxy or voting instruction form. Your voting instructions must be received prior to the proxy cut-off time of 9:00 a.m. (Eastern Time) on May 13, 2024 (or at least 48 hours prior to the commencement of any reconvened Meeting in the event of any adjournment(s) or postponement(s) thereof, excluding Saturdays, Sundays and holidays). **Shareholders are reminded to review the Circular prior to voting.**

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**Resolutions to be considered**

Shareholders will be asked at the Meeting to consider and vote on the following matters:

1. to fix the number of directors to be elected at the Meeting at five. Information regarding setting the number of directors may be found in the “*Particulars of Matters to be acted Upon – Fixing the Number of Directors*” section of the Circular;

2. to elect directors to hold office for the ensuing year. Information regarding the election of directors may be found in the “*Particulars of Matters to be acted Upon – Election of Directors*” section of the Circular;
3. to appoint Davidson & Company LLP as auditors of the Company for the ensuing year and to authorize the directors to fix the remuneration to be paid to the auditors. Information regarding the appointment of the auditors may be found in the “*Particulars of Matters to be acted Upon – Appointment of Auditor*” section of the Circular;
4. to ratify, confirm and approve the omnibus equity incentive plan of the Company. Information regarding the omnibus equity incentive plan may be found in the “*Particulars of Matters to be acted Upon – Approval of Omnibus Plan*” section of the Circular; and
5. to transact such other business as may properly come before the Meeting or any adjournments or postponements thereof.

### **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. (Eastern Time) on Monday, May 13, 2024 (or at least 48 hours prior to the commencement of any reconvened Meeting in the event of any adjournment(s) or postponement(s) thereof, excluding Saturdays, Sundays and holidays).

### **Annual Financial Statements**

The Company 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.