

URBANA CORPORATION

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News Release

TSX and CSE: URB, URB.A

Urbana Corporation Declaration of Dividend

Urbana Corporation Announces its Sixth Consecutive Dividend Increase

This Year's Dividend is 8.3% Higher than Last Year's

Toronto, Ontario – Thursday, January 2nd, 2025 – **Urbana Corporation** ("Urbana" or the "Corporation") (TSX and CSE: URB, URB.A) announces that today its Board of Directors has declared a dividend of thirteen cents (\$0.13) per share (the "2025 Dividend"), on the issued and outstanding Common and non-voting Class A shares of Urbana. The 2025 Dividend represents an 8.3% increase from the dividend the Corporation paid in 2024, which was \$0.12 per share. The dividend is payable on the 31st day of January 2025 to the Shareholders of record at the close of business on the 17th day of January 2025. The ex-dividend date is the 16th day of January 2025.

Eligible Dividend Designation - pursuant to subsection 89(14) of the Income Tax Act of Canada (ITA), each dividend paid by Urbana qualifies as and is designated an eligible dividend for Canadian income tax purposes, as defined in subsection 89(1) of the ITA.

For a copy of Urbana's current dividend policy, please visit <https://www.urbanacorp.com/>

On behalf of Urbana's Board of Directors
Thomas S. Caldwell, C.M.

Please contact Elizabeth Naumovski, Investor Relations, at 416-595-9106 or enaumovski@urbanacorp.com for further information.

Certain statements in this news release constitute "forward-looking" statements that involve known and unknown risks, uncertainties and other factors which may cause the actual results, performance or achievements of Urbana to be materially different from any future results, performance or achievements expressed or implied by such forward-looking statements. Unless required by applicable securities law, Urbana does not assume any obligation to update these forward-looking statements.

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