

URBANA CORPORATION

Notice of Annual Meeting of Shareholders

Notice is hereby given that the annual meeting (the “Meeting”) of shareholders of Urbana Corporation (“Urbana” or the “Corporation”) will be held at Vantage Venues, 150 King Street West, 27th Floor, Toronto, Ontario on June 16, 2021, at 11:00 a.m. A live video webcast of the meeting will be available on our website at www.urbanacorp.com/annualmeeting2021. The following items are planned to be brought before the Meeting:

1. to place before the Meeting the financial statements of Urbana for the year ended December 31, 2020, together with the auditor’s report thereon;
2. to elect directors;
3. to appoint Deloitte LLP as the auditor of Urbana and to authorize the directors to fix the auditor’s remuneration;
4. to transact such other business as may properly come before the Meeting or any adjournment thereof.

The management information circular (the “Circular”) accompanying this notice provides details relating to the forgoing matters.

All shareholders of Urbana are entitled to attend the Meeting. Holders of common shares of record at the close of business on April 19, 2021 are the only shareholders entitled to vote at the Meeting. Holders of Non-Voting Class A Shares are entitled to attend the Meeting, but are not entitled to vote on the matters set forth above and further described in the Circular.

The Circular contains important information about Urbana and the Meeting. We encourage you to review it prior to voting.

In light of the ongoing public health concerns related to the COVID-19 pandemic and in order to support public health efforts in managing COVID-19, Urbana intends to comply with social distancing rules in effect at the time of the meeting. In-person Meeting attendance will be granted to shareholders on a first-come first-served basis up to the limit then permitted by law. Shareholders are urged to vote on the matters before the Meeting by proxy and to access the Meeting online by way of a live video webcast at www.urbanacorp.com/annualmeeting2021 or by phone (audio only) at (647) 558-0588 or Canada Toll Free 1-855-703-8985 (enter meeting ID 917 1238 6087 when prompted). Holders of common shares accessing the Meeting by video webcast or by phone are not able to vote at the Meeting or ask questions during the Meeting. Shareholders may submit questions to the Corporation in advance of the Meeting by email at 2021AGM@urbanacorp.com. Questions so submitted will, subject to verification by Urbana of shareholder identity and confirmation of the question’s relevance to the business of the Meeting, be addressed at the Meeting or via direct contact with the shareholder depending on content. The Corporation may take additional precautionary measures in relation to the Meeting in response to further developments in the COVID-19 pandemic.

May 4, 2021



Thomas S. Caldwell, C.M.
President and CEO