

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 15, 2022, at 11:00 a.m. (Toronto time). 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, 2021;
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 or postponement thereof.

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

All shareholders of Urbana are entitled to attend the Meeting and any adjournments or postponements thereof. The board of directors of Urbana has fixed the close of business on April 18, 2022 as the record date for the determination of the shareholders entitled to receive notice of, and vote at, the Meeting and at any adjournment or postponement thereof. Holders of common shares of Urbana (the “Common Shares”) of record as at the close of business on April 18, 2022 are the only shareholders entitled to vote at the Meeting and any adjournments or postponements thereof. Holders of non-voting Class A Shares are entitled to attend the Meeting and any adjournments or postponements thereof, 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 any social distancing rules in effect at the time of the Meeting. Shareholders are urged to vote on the matters before the Meeting. Shareholders may submit questions to the Corporation in advance of the Meeting by email at AGM@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 6, 2022



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