Computershare
510 Burrard St, 3rd Floor
Vancouver BC, V6C 3B9
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To: All Canadian Securities Regulatory Authorities

Subject: IM CANNABIS CORP.

Dear Sir/Madam:

We advise of the following with respect to the upcoming Meeting of Security Holders for the subject Issuer:

Meeting Type: Annual General Meeting

Record Date for Notice of Meeting:

Record Date for Voting (if applicable):

April 29, 2021

April 29, 2021

Beneficial Ownership Determination Date:

April 29, 2021

Meeting Date:

June 10, 2021

Meeting Location (if available):

Toronto, ON

Issuer sending proxy related materials directly to NOBO: Yes
Issuer paying for delivery to OBO: No

Notice and Access (NAA) Requirements:

NAA for Beneficial Holders No
NAA for Registered Holders No

Voting Security Details:

Description CUSIP Number ISIN

COMMON 44969Q208 CA44969Q2080

Sincerely,

Computershare

Agent for IM CANNABIS CORP.