

IRWIN NATURALS INC.

**NOTICE OF ANNUAL MEETING OF SHAREHOLDERS
TO BE HELD ON SEPTEMBER 28, 2023**

TAKE NOTICE THAT an annual meeting (the “**Meeting**”) of the shareholders of Irwin Naturals Inc. (formerly, Datinvest International Ltd.) (“**Irwin**” or the “**Corporation**”) will be held on September 28, 2023 at 5310 Beethoven Street, Los Angeles, California, USA, 90066 at 10:00 a.m. (Pacific time) and broadcast via teleconference (listen only) at 1-780-666-0144 (Canada) or 1-669-444-9171 (US), meeting ID: 849-5438-3157; passcode: 243054, for the following purposes:

1. to receive the audited consolidated financial statements of Irwin for the year ended December 31, 2022, together with the report of the auditors thereon;
2. to set the number of directors of the Corporation at three and to elect directors of Irwin to hold office until the close of business of the next annual meeting of Irwin’s shareholders;
3. to appoint auditors of Irwin to hold office until the close of business of the next annual meeting of Irwin’s shareholders and to authorize the directors of Irwin to fix the auditors’ remuneration; and
4. to transact such other business as may be properly brought before the Meeting or any adjournment thereof.

Information relating to the items described above is set forth in the accompanying Management Information Circular of Irwin (the “**Circular**”).

Only shareholders of record as of August 24, 2023, the record date, are entitled to receive notice of and to vote at the Meeting. Shareholders who wish to vote at the Meeting must attend the Meeting in person or deposit an instrument of proxy in accordance with the instructions set forth below and in the accompanying Management Information Circular.

The Corporation is offering an option for Shareholders to listen to the Meeting by teleconference (listen only) at 1-780-666-0144 (Canada) or 1-669-444-9171 (US), meeting ID: 849-5438-3157; passcode: 243054. Via teleconference, guests will be able to listen to the Meeting but will not be able to vote or ask questions. **If you intend to listen to the Meeting via teleconference, you must vote on the matters prior to the Meeting by proxy, appointing the person designated in the proxy form or voting instruction form. You will find important information and detailed instructions about how to participate in the Meeting in the Circular.**

Due to the ongoing concerns related to the spread of COVID-19 and in order to protect the health and safety of shareholders, employees and other stakeholders and the community, shareholders are strongly encouraged to listen to the Meeting via teleconference instead of attending the Meeting in person, and to vote on the matters before the Meeting by proxy, appointing the person designated by management in the proxy form or voting instruction form.

We encourage you to make sure that your votes are represented at the meeting. Additional information on how to attend the virtual meeting and to vote your shares in advance of the Meeting is enclosed. Please take the time to vote using the proxy form or voting instruction form sent to you in accordance with the instructions thereon so that your shares are voted according to your instructions and represented at the Meeting.


IMPORTANT

It is desirable that as many shares as possible be represented at the Meeting. You are encouraged to complete the enclosed instrument of proxy and return it as soon as possible in the envelope provided for that purpose. To be valid, all instruments of proxy must be delivered to the Proxy Department of Odyssey Trust Company, 702 -67 Yonge Street, Toronto, ON M5E 1J8 no later than 10:00 a.m. (Pacific time) on September 26, 2023 or at least 48 hours, excluding Saturdays, Sundays and statutory holidays, before any adjournment or postponement of the Meeting. Late

instruments of proxy may be accepted or rejected by the chair of the Meeting in his or her discretion but he or she is under no obligation to accept or reject any particular late instruments of proxy. As an alternative to completing and submitting an instrument of proxy, you may vote electronically on the internet at <https://login.odysseytrust.com/pxlogin> Shareholders who wish to vote using the internet should follow the instructions in the enclosed instrument of proxy.

DATED at Los Angeles, California this 28th day of August, 2023.

By Order of the Board of Directors

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Klee Irwin
Chief Executive Officer