

**BRAND X LIFESTYLE CORP.**  
**403 - 850 Harbourside Drive, North Vancouver BC V7P 0A3**

**Tel: (604) 628-5616 Fax: (604) 662-7950**

**NOTICE OF ANNUAL GENERAL MEETING OF THE SHAREHOLDERS**

**NOTICE IS HEREBY GIVEN** that the annual general meeting (the "**Meeting**") of the shareholders of BRAND X LIFESTYLE CORP. (the "**Company**" or "**Brand X** ") will be held Virtually on Zoom, on **Thursday, December 17, 2020**, at **10:00 a.m.** (Pacific Time), for the following purposes:

1. To receive and consider the audited consolidated financial statements of the Company for the year ended December 31, 2019 together with the auditor's report thereon;
2. To fix the number of directors for the ensuing year at three (3);
3. To elect the directors for the ensuing year;
4. To re-appoint Dale Matheson Carr-Hilton LaBonte LLP as the Company's auditors for the ensuing fiscal year at a remuneration to be fixed by the directors;
5. To consider and, if thought fit, to pass, an ordinary resolution to approve the Company's 10% Rolling Stock Option Plan; and
6. To transact such further or other business as may properly come before the Meeting and any adjournment(s) thereof.

The specific details of the foregoing matters to be put before the Meeting are set forth in the information circular (the "**Circular**") accompanying this notice. The audited consolidated financial statements and related MD&A for the Company for the financial year ended December 31, 2019 have already been mailed to those shareholders who have previously requested to receive them. Otherwise, they are available upon request to the Company or they can be found on SEDAR at [www.sedar.com](http://www.sedar.com).

**This notice is accompanied by the Circular, a form of proxy and a supplemental mailing list return card.**

Shareholders who are unable to attend the Meeting in person are requested to complete, date and sign the enclosed form of proxy and to return it in the envelope provided for that purpose.

The board of directors of the Company (the "**Board**") has by resolution fixed the close of business on November 12, 2020 as the record date, being the date for the determination of the registered holders of common shares of the Company entitled to notice of and to vote at the Meeting and any adjournment(s) thereof.

Proxies to be used at the Meeting must be deposited with the Company, c/o the Company's transfer agent, AST Trust Company, P.O. Box 721, Agincourt, Ontario, M1S 0A1 or by facsimile to (416) 368-2502 no later than **10:00 a.m. (Pacific time)** on **December 15, 2020**, or no later than 48 hours (excluding Saturdays, Sundays and statutory holidays) prior to the date on which the Meeting or any adjournment(s) thereof is held.

Non-registered shareholders who receive these materials through their broker or other intermediary are requested to follow the instructions for voting provided by their broker or intermediary, which may include the completion and delivery of a voting instruction form.

**ZOOM MEETING DETAILS:**

In order to dial into the Meeting within Canada, shareholders can phone 1 778 907 2071 or in the United States, shareholders can phone 1 669 900 6833 and enter the Meeting ID and Password noted below.

Alternatively, you can find your local number at: <https://zoom.us/j/94188719571>

In order to access the Meeting through Zoom, shareholders will need to download the application onto their computer or smartphone and then once the application is loaded, enter the Meeting ID and Password below or open the following link:

<https://zoom.us/j/94188719571?pwd=S0NxbmQ5TENzbE1zMlBSekp2KzUxQT09>

Shareholders will have the option through the application to join the video and audio or simply view and listen.

Meeting ID: 941 8871 9571

Passcode: 071114

Shareholders are asked to log into the Meeting with their First and Last Names.

**DATED** at North Vancouver, British Columbia this the 15th day of November, 2020.

**BY ORDER OF THE BOARD**

*"Arni Johannson"*

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Arni Johannson  
Chief Executive Officer