

**NOTICE OF ANNUAL GENERAL MEETING
OF SHAREHOLDERS OF GREENRISE GLOBAL BRANDS INC.**

NOTICE IS GIVEN that the annual general Meeting (the "**Meeting**") of shareholders (the "**Shareholders**") of Greenrise Global Brands Inc. (the "**Corporation**") will be held at 224 5th Avenue West, Vancouver, British Columbia, Canada V5Y 1J4 on May 31, 2024, at 6:00 a.m. (Vancouver time) for the following purposes:

1. to receive and consider the financial statements of the Corporation for the financial year ended December 31, 2022, and 2023, together with the report of the auditors thereon;
2. to re-appoint Dale Matheson Carr-Hilton Labonte LLP, Chartered Professional Accountants, as auditors of the Corporation for the ensuing year and to authorize the directors of the Corporation (the "**Directors**") to fix the remuneration to be paid to the auditors for the ensuing year;
3. to elect Directors for the ensuing year; and
4. to transact such other business as may properly come before the Meeting or any adjournment thereof.

The Corporation's Board of Directors (the "**Board**") has fixed the close of business (Vancouver time) on Friday, April 26, 2024, as the record date for the Meeting. Only Shareholders of record at the close of business on the record date are entitled to receive notice of and to vote at the Meeting.

Registered Shareholders who are unable to attend the Meeting are requested to complete, sign, date and return the enclosed form of Proxy in accordance with the instructions set out therein and in the management information circular accompanying this Notice of Meeting. A proxy will not be valid unless it is received by Computershare Investor Services Inc., 8th Floor, 100 University Avenue, Toronto, Ontario, M5J 2Y1, by Wednesday, November 30, 2022. The chairman of the Meeting has the discretion to accept proxies received after that time.

The Corporation is continuing to monitor the potential impact of the coronavirus (COVID-19) on the upcoming Meeting and may decide to forego the physical Meeting in favour of a virtual-only Meeting or some other alternative depending on the situation. In such event, Shareholders will be notified by press release or other means with additional details as soon as reasonably practicable.

DATED at Vancouver, this 6th day of May 2024

By order of the Board,

/s/ Tom Kusumoto

Tom Kusumoto
Interim Chief Executive Officer and Chief Financial Officer

If you are a non-registered Shareholder of the Corporation and receive these materials through your broker or through another intermediary, please complete and return the materials in accordance with the instructions provided to you by your broker or by the other Intermediary. Failure to do so may result in your shares not being eligible to be voted by Proxy at the Meeting.