

THE TINLEY BEVERAGE COMPANY INC.

PROXY
FOR USE AT THE
ANNUAL GENERAL MEETING OF SHAREHOLDERS
March 2, 2020

This proxy is solicited on behalf of the management of THE TINLEY BEVERAGE COMPANY INC. (the "Company"). The undersigned, being a shareholder of the Company hereby appoints, Jeff Maser, Chief Executive Officer of the Company or failing him, David Berman, Chief Financial Officer or instead of either of them, _____, as proxy holder for and on behalf of the undersigned with the power of substitution to attend, act and vote for and on behalf of the undersigned in respect of all matters that may properly come before the special meeting of the shareholders of the Company to be held on March 2, 2020 at [10:00 a.m.] at **Vantage Venues, 150 King Street West, 27th Floor, Toronto, Ontario M5H 1J9, Toronto, Ontario** (the "Meeting"), and at any adjournment or adjournments thereof, to the same extent and with the same power as if the undersigned were personally present at the Meeting or such adjournment or adjournments thereof. The undersigned hereby directs the proxyholder to vote the securities of the Company recorded in the name of the undersigned as specified herein.

1. **FOR** to fix the number of directors of the Corporation at five.
AGAINST
2. **FOR** The election of Ted Zittell as director of the Company.
WITHHOLD
3. **FOR** The election of David Ellison as director of the Company.
WITHHOLD
4. **FOR** The election of Jeffrey Maser as director of the Company.
WITHHOLD
5. **FOR** The election of Curt Marvis as director of the Company.
WITHHOLD
6. **FOR** The election of Doug Fulton as director of the Company.
WITHHOLD
7. **FOR** to approve the appointment of Zeifman LLP as auditors of the Company for the ensuing year
AGAINST and to authorize the directors to fix the remuneration of the auditors.

If any amendments or variations to the matters referred to above or to any other matters identified in the notice of meeting are proposed at the Meeting or any adjournment or adjournments thereof, or if any other matters which are not now known to management should properly come before the Meeting or any adjournment or adjournments thereof, this proxy confers discretionary authority on the person voting the proxy to vote on such amendments or variations or such other matters in accordance with the best judgment of such person. **To be valid, this proxy must be received by the Company's transfer agent, Capital Transfer Agency ULC, 390 Bay Street, Suite 920, Toronto, Ontario, M5H 2Y2, Fax Number: 416.350.5008, not later than 48 hours, excluding Saturdays, Sundays and statutory holidays in the City of Toronto, Ontario, prior to the Meeting or any adjournment thereof. Late proxies may be accepted or rejected by the Chairman of the Meeting in his discretion, and the Chairman is under no obligation to accept or reject any particular late proxy. For assistance with respect to this Proxy please contact Capital at the address or fax number provided above, by telephone at 1 844 499 4482 or via e-mail at info@capitaltransferagency.com.** This proxy revokes and supersedes all proxies of earlier date.

DATED this ____ day of _____, 2020.

Signature of Shareholder

Name of Shareholder (Please Print)

(See Reverse)

Number of Shares Held

NOTES AND INSTRUCTIONS

THIS PROXY IS SOLICITED BY MANAGEMENT OF THE COMPANY.

1. The shares represented by this proxy will be voted. Where a choice is specified, the proxy will be voted as directed. **Where no choice is specified, this proxy will be voted in favour of the matters listed on the proxy.** The proxy confers discretionary authority on the above named person to vote in his or her discretion with respect to amendments or variations to the matters identified in the notice of meeting accompanying the proxy or such other matters which may properly come before the Meeting.
2. Each shareholder has the right to appoint a person other than management designees specified above to represent them at the Meeting. Such right may be exercised by inserting in the space provided the name of the person to be appointed, who need not be a shareholder of the Company.
3. Each shareholder must sign this proxy. Please date the proxy. If the shareholder is a Company the proxy must be executed by an officer or attorney thereof duly authorized.
4. If the proxy is not dated in the space provided, it is deemed to bear the date of its mailing to the shareholders of the Company.
5. If the shareholder appoints any of the persons designated above, **including persons other than Management Designees**, as proxy to attend and act at the Meeting:
 - (a) the shares represented by the proxy will be voted in accordance with the instructions of the shareholder on any ballot that may be called for;
 - (b) where the shareholder specifies a choice in the proxy with respect to any matter to be acted upon, the shares represented by the proxy shall be voted accordingly; and
 - (c) **IF NO CHOICE IS SPECIFIED WITH RESPECT TO THE MATTERS LISTED ABOVE, THE PROXY WILL BE VOTED FOR SUCH MATTERS.**

Notice and Access

The Canadian Securities Regulators have adopted new rules effective for meetings held after March 1, 2013, which permit the use of notice-and-access for proxy solicitation instead of traditional physical delivery of proxy material. This new process provides the option to post meeting related materials including management information circulars as well as annual financial statements and management's discussion and analysis ("MD&A"), on a website in addition to SEDAR. Under notice-and-access, meeting related materials will be available for viewing up to one year from the date of posting and a paper copy of the materials can be requested at any time during this period.

Disclosure regarding each matter or group of matters to be voted on at the Meeting is in the Circular under the heading "*Business of the Meeting – Matters to be Acted Upon*". **You should review the Circular before voting.**

The Corporation has elected to utilize notice-and-access and provide you with the Meeting materials which are available electronically on www.sedar.com and also at the Corporation's website www.capitaltransferagency.ca.

If you wish to receive a paper copy of the Meeting materials or have any questions about notice-and-access, please call 1.844-499-4482. In order to receive a paper copy in time for voting before the Meeting, your request should be received by February 14, 2020.