



Notice of Availability of Proxy Materials for The Tinley Beverage Company Inc. Annual and Special Meeting

Meeting Date and Time: October 27, 2022 at 11:00 ET

Location: 181 Bay Street, Suite 1800, Toronto, Ontario M5J 2S9

Please be advised that the proxy materials for the above noted securityholder meeting are available for viewing and downloading online. This document provides an overview of these materials, but you are reminded to access and review the information circular and other proxy materials available online prior to voting. These materials are available at:

<https://odysseytrust.com/client/tinleybeverage>

OR

www.sedar.com

Obtaining Paper Copies of the Proxy Materials

Securityholders may request to receive paper copies of the proxy materials related to the above referenced meeting by mail at no cost. Requests for paper copies must be received by October 14, 2022 in order to receive the paper copy in advance of the meeting. Shareholders may request to receive a paper copy of the Materials for up to one year from the date the Materials were filed on www.sedar.com.

For more information regarding notice-and-access or to obtain a paper copy of the Materials you may contact our transfer agent, Odyssey Trust Company, via www.odysseycontact.com or by phone at 1-888-290-1175 (toll-free within North America) or 1-587-885-0960 (direct from outside North America).

Notice of Meeting

The resolutions to be voted on at the meeting, described in detail in the Management Information Circular, are as follows:

1. to receive the consolidated financial statements of The Tinley Beverage Company Inc. (the "**Corporation**") for the fiscal year ended December 31, 2021, together with the report of the auditors thereon;
2. to elect directors of the Corporation for the ensuing year;
3. to re-appoint Ziefmans LLP as auditor of the Corporation for the ensuing year and to authorize the directors to fix the auditors' remuneration;
4. to consider and, if deemed advisable, to pass, with or without variation, a resolution approving the adoption of an amended and restated equity incentive plan (the "**Plan**") of the Corporation, with the maximum number of common shares available for issuance under such Plan pursuant to the exercise of incentive awards representing up to 20% of the Corporation's issued and outstanding common shares at a given time, and from time to time;

5. to transact such other business as may properly come before the Meeting or any adjournment thereof.

Voting

To vote your securities, please refer to the instructions on the enclosed Proxy or Voting Instruction Form. Your Proxy or Voting Instruction Form must be received by 11:00 a.m. (Eastern Time) on October 25, 2022.

Stratification

The Issuer is providing paper copies of its Management Information Circular only to those registered shareholders and beneficial shareholders that have previously requested to receive paper materials.

Annual Financial Statements

The Issuer is providing paper copies or emailing electronic copies of its annual financial statements to registered shareholders and beneficial shareholders that have opted to receive annual financial statements and have indicated a preference for either delivery method.