

CANADA COAL INC.
5213 Durie Road
Mississauga, Ontario
L5M 2C6

January 6, 2020

Dear Shareholders:

The directors of Canada Coal Inc. ("**Canada Coal**") cordially invite you to attend the annual and special meeting (the "**Canada Coal Meeting**") of the shareholders of Canada Coal (the "**Canada Coal Shareholders**") to be held at the offices of Aird & Berlis LLP, 181 Bay Street, Suite 1800, Toronto, Ontario, M5J 2T9 on February 7, 2020 at 10:00 a.m. (Toronto time) to consider certain matters relating to a proposed business combination (the "**Business Combination**") involving Canada Coal, Mijem Inc. ("**Mijem**") and 2726846 Ontario Inc. ("**Subco**"), a wholly-owned subsidiary of Canada Coal.

The Business Combination

The Business Combination will be facilitated by an amalgamation of Mijem and Subco, pursuant to which each current holder of Mijem common shares ("**Mijem Common Shares**") will receive common shares in the capital of Canada Coal ("**Canada Coal Common Shares**").

Mijem is a social media and technology company that provides innovative solutions to create a vibrant social marketplace for students to connect with other students and to efficiently buy, sell and trade goods and services on and off campus. Mijem's patent pending flagship technology currently permits thousands of university and college students across the United States and Canada to both connect online and engage in campus themed commerce. Accordingly, the addressable market for Mijem is the global post-secondary education student population.

After careful consideration, the directors of Canada Coal (the "**Canada Coal Board**") unanimously determined that the Business Combination is in the best interests of Canada Coal. **On that basis, the Canada Coal Board unanimously approved the entering into of a business combination agreement providing for the Business Combination and unanimously recommends that Canada Coal Shareholders vote in favour of the resolutions applicable to Canada Coal Shareholders enclosed in the accompanying joint management information circular** (the "**Information Circular**"). Details of the Business Combination, including financial and other information concerning Mijem, the business of Canada Coal following completion of the Business Combination (the "**Resulting Issuer**"), a summary of the reasons and other factors the Canada Coal Board considered in making its recommendation to Canada Coal Shareholders and certain risk factors relating to the Business Combination are described in more detail in the Information Circular.

Following the Business Combination, it is expected that the Resulting Issuer will be led by Mijem's existing senior management team, including Phuong Dinh, Chief Executive Officer, and Gord Tomkin, Chief Financial Officer. The proposed board of directors of the Resulting Issuer is expected to consist of Phuong Dinh, Gordon Westwater, Joey Caturay, Erin Oor and Mag Sad.

In connection with the Business Combination, each of Canada Coal and Mijem are proposing a concurrent non-brokered private placement for aggregate gross proceeds of between \$1,850,000 and \$3,000,000. Canada Coal and Mijem plan to issue subscription receipts and/or Mijem Common Shares (in the case of Mijem only) resulting in the issuance immediately prior to the closing of the Business Combination of not less than 10,882,353 and not more than 17,647,059 common shares in the capital of the Resulting Issuer (the "**Resulting Issuer Shares**").

The parties will be applying to have the Resulting Issuer Shares listed on the Canadian Securities Exchange.

What You Need to Do

Although Canada Coal Shareholders are not being asked to approve the Business Combination itself, you are being asked to approve certain matters intended to facilitate the Business Combination, including a consolidation of the existing Canada Coal Common Shares on the basis on one post-consolidation Canada Coal Common Share for each two Canada Coal Common Shares currently held, the change of Canada Coal's name to "Mijem Inc." effective upon the closing of the Business Combination and the delisting of the Canada Coal Common Shares from NEX, a separate board of the TSXV.

Each of these matters is also described in more detail in the Information Circular. The approvals relating to the share consolidation and the name change will require the affirmative approval of not less than 66^{2/3}% of the votes cast on these resolutions by Canada Coal Shareholders attending the meeting in person or by proxy. The approval of the delisting from NEX will require (i) at least a majority of the votes cast on the delisting resolution at the Canada Coal Meeting, whether in person or by proxy; and (ii) a "majority of the minority shareholder approval" obtained in accordance with the requirements of the TSXV, being at least a majority of the votes cast on the delisting resolution at the Canada Coal Meeting by the disinterested shareholders of Canada Coal, being all share shareholders of Canada Coal other than promoters, directors, officers and other insiders, whether in person or by proxy.

Your vote is important. We hope you will attend the Canada Coal Meeting. Whether or not you are able to attend, it is important that you be represented at the Canada Coal Meeting. We encourage you to complete the enclosed form of proxy and return it, by the time specified in the notice of the Canada Coal Meeting and the Information Circular, to Computershare Investor Services Inc. at the address specified on the form of proxy. Voting by proxy will not prevent you from voting in person if you attend the Canada Coal Meeting but will ensure your vote will be counted if you are unable to attend.

If you are a non-registered holder of Canada Coal Common Shares and have received this letter and the Information Circular from your broker or another intermediary, please complete and return the form of proxy, voting instruction form or other authorization form provided to you by your broker or other intermediary in accordance with the instructions provided with it. Failure to do so may result in your Canada Coal Common Shares not being eligible to be voted at the Canada Coal Meeting.

The Information Circular contains important information and all Canada Coal Shareholders are urged to read the Information Circular before voting. If you have any questions about the Business Combination, the Resulting Issuer or the matters being proposed at the Canada Coal Meeting or any of the other matters discussed in the Information Circular, or if you need assistance completing your form of proxy or voting instruction form, please contact Olga Nikitovic by email at olga.nikitovic@sympatico.ca.

Sincerely,

(signed) "R. Bruce Duncan"

R. Bruce Duncan
President, Chief Executive Officer and Chairman