

LORDS & COMPANY WORLDWIDE HOLDINGS INC.
800 1199 WEST HASTINGS STREET,
Vancouver, BC V6E 3T5

NOTICE OF ANNUAL GENERAL MEETING OF SHAREHOLDERS

NOTICE IS HEREBY GIVEN that an annual general meeting (the “**Meeting**”) of the shareholders of Lords & Company Worldwide Holdings Inc. (the “**Company**”) will be held virtually on Friday, January 14, 2022 at 11:00 am. At the Meeting, the shareholders will receive the financial statements for the year ended November 30, 2020, together with the auditor’s report thereon, and consider resolutions to:

1. Fix the number of directors of the Company at three;
2. elect directors for the ensuing year;
3. appoint Crowe & MacKay LLP, Chartered Professional Accountants, as auditor of the Company for the ensuing year and authorize the directors to determine the remuneration to be paid;
4. consider and if thought fit, pass an ordinary resolution to alter the Company’s articles; and
5. transact such other business as may properly be put before the Meeting.

In light of the ongoing public health concerns related to COVID-19, and based on government recommendations to avoid large gatherings, the Company will not be permitting attendance in person. Shareholders are urged to vote on the matters before the Meeting by proxy and to listen to the Meeting online. Registered shareholders or proxyholders representing registered shareholders participating in the Meeting virtually will be considered to be present in person at the Meeting for the purposes of determining quorum. Non-registered shareholders who have not duly appointed themselves as a proxyholder will be able to attend the Meeting as a guest, but will not be able to vote at the Meeting.

All shareholders are entitled to attend and vote at the Meeting in virtually in person or by proxy. The Board of Directors (the “**Board**”) requests that all shareholders who will not be attending the Meeting read, date and sign the accompanying proxy and deliver it to the Company’s transfer agent, Olympia Trust Company PO Box 128, STN M Calgary, AB T2P 2H6 Attn: Proxy Dept. Tel. (403) 770-0001 Fax (403) 668-8307 at least 48 hours before the time of the Meeting or any adjournment or postponement thereof, excluding Saturdays, Sundays and holidays.

Proxies must be received by close of business, 11:00 a.m. (PT) on January 12, 2022 by any of the voting methods below:

VOTING METHOD	
INTERNET	Go to https://css.olympiatrust.com/pxlogin and enter the 12-digit control number shown on reverse.
EMAIL	proxy@olympiatrust.com
FACSIMILE	(403) 668-8307
MAIL	Olympia Trust Company PO Box 128, STN M Calgary, AB T2P 2H6 Attn: Proxy Dept.

Only shareholders of record at the close of business on December 13, 2021 will be entitled to vote at the Meeting.

Shareholders will have two options to access the Meeting, being via teleconference or through the Zoom application, which requires internet connectivity. Registered shareholders wishing to vote in person and any shareholders wishing to view materials that may be presented by the Company's management will need to utilize the Zoom application but any shareholder may listen to the Meeting via teleconference. Registered shareholders participating via teleconference will not be able to vote in person at the Meeting as the Company's scrutineer must take steps to verify the identity of registered shareholders using the video features.

In order to dial into the Meeting, shareholders will phone 1 778 907 2071 and enter the Meeting ID and Password noted below.

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://us02web.zoom.us/j/89280769615?pwd=c25ndit3MjlwNGxGa3ZlVmNZVjQrUT09> .

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

Meeting ID: 892 8076 9615

Password: 934674

An information circular and a form of proxy accompany this notice.

DATED at Vancouver, British Columbia, the 13th day of December, 2021.

ON BEHALF OF THE BOARD

(signed) *"Chris Farnworth"*

Chris Farnworth
President and Chief Executive Officer