

**ICANIC BRANDS COMPANY INC.**  
**Suite 810 - 789 West Pender Street**  
**Vancouver, British Columbia V6C 1H2**  
**Tel: (604) 687-2038**  
**Fax: (604) 687-3141**

**NOTICE OF ANNUAL GENERAL MEETING OF SHAREHOLDERS**

**TAKE NOTICE** that the annual general meeting (the “Meeting”) of the shareholders of **Icanic Brands Company Inc.** (the “**Company**”) will be held at Suite 810 – 789 West Pender Street, Vancouver, British Columbia, on Monday, December 14, 2020 at 11:30 a.m., local time, for the following purposes:

1. To receive the consolidated financial statements of the Company for the financial year ended July 31, 2019, the report of the auditor and the related management discussion and analysis;
2. To fix the number of directors of the Company at six (6);
3. To elect directors of the Company for the ensuing year;
4. To appoint A Chan and Company LLP, Chartered Professional Accountant, as the Company’s auditor for the ensuing year, and to authorize the directors to fix the remuneration to be paid to the auditor; and
5. To consider any permitted amendment to or variation of any matter identified in this Notice and to transact such other business as may properly come before the Meeting or any adjournment thereof.

An Information Circular accompanies this Notice and contains details of matters to be considered at the Meeting. No other matters are contemplated, however any permitted amendment to or variation of any matter identified in this Notice may properly be considered at the Meeting. The Meeting may also consider the transaction of such other business as may properly come before the Meeting or any adjournment thereof.

**In light of current advice from governmental and medical authorities related to the COVID-19 pandemic and to mitigate potential risks to health and safety of shareholders, employees and others, the Company will hold the Meeting in a virtual only format, despite the deemed location set forth above. Shareholders are encouraged to vote on the matters before the Meeting by proxy and to join the Meeting by teleconference. To access the Meeting by teleconference, dial toll free at 1-800-319-7310, Participation Code: 77783, followed by the # key.**

**Shareholders who are unable to attend the Meeting via conference call and who wish to ensure that their shares will be voted at the Meeting are requested to complete, date and sign the enclosed form of Proxy, or another suitable form of proxy, and deliver it in accordance with the instructions set out in the form of Proxy and in the Information Circular.**

**Non-registered shareholders who plan to attend the Meeting via conference call must follow the instructions set out in the form of Proxy and in the Information Circular to ensure that such shareholder's shares will be voted at the Meeting. If you hold your shares in a brokerage account you are not a registered shareholder.**

**DATED** at Vancouver, British Columbia, this 9<sup>th</sup> day of November, 2020.

**BY ORDER OF THE BOARD**

*"Brandon Kou"*

**Brandon Kou  
Chief Executive Officer**