

MAVEN BRANDS INC.

**NOTICE AND ACCESS NOTIFICATION TO SHAREHOLDERS
ANNUAL GENERAL AND SPECIAL MEETING OF SHAREHOLDERS
TO BE HELD ON THURSDAY, MARCH 17, 2022**

Shareholders of Maven Brands Inc. (the “**Company**”) are receiving this notification as the Company is using the notice-and-access provisions (“**Notice and Access**”) under the Canadian Securities Administrators’ *National Instrument 54-101* for the delivery of meeting materials to its shareholders for its annual general and special meeting of shareholders to be held on Thursday, March 17, 2022 (the “**Meeting**”).

Under Notice and Access, instead of receiving paper copies of the Company’s notice of meeting and information circular (“**Information Circular**”) for the Meeting (collectively, the “**Meeting Materials**”), shareholders are receiving this Notice and Access notification with information on how they may obtain a copy of the Meeting Materials electronically or request a paper copy. Registered shareholders will still receive a Proxy form enabling them to vote at the Meeting. The use of the alternative Notice and Access procedures in connection with the Meeting helps reduce paper use, as well as the Company’s printing and mailing costs. The Company will arrange to mail paper copies of the Meeting Materials to those registered shareholders who have existing instructions on their account to receive paper copies of the Company’s meeting materials.

This notice serves as notice of meeting under section 169 of the *Business Corporations Act* (British Columbia).

MEETING DATE AND LOCATION

The Meeting will be held on Thursday, March 17, 2022 at 10:00 a.m. (Vancouver time) at 838 West Hastings Street, Suite 700, Vancouver, B.C. V6C 0A6.

Due to restrictions on mass gatherings implemented by the Government of British Columbia in response to the COVID-19 (Coronavirus) outbreak and out of concern for the wellbeing of all participants, Shareholders, and guests might not be permitted to physically attend the Meeting. Shareholders are encouraged to exercise their voting rights by mail, fax or internet in advance of the Meeting.

SHAREHOLDERS WILL BE ASKED TO CONSIDER AND VOTE ON THE FOLLOWING MATTERS AT THE MEETING:

1. To receive and consider the financial statements of the Company together with the auditor's report thereon for the financial years ended March 31, 2020 and March 31, 2021;
2. To appoint Davidson & Company LLP the auditor of the Company until the earlier of the close of the next annual meeting of shareholders of the Company, their resignation or replacement and to authorize the directors of the Company to fix remuneration of such auditor;
3. To determine the number of directors and elect directors for the ensuing year;
4. To consider and, if thought appropriate, pass, with or without variation, an ordinary resolution approving a new omnibus equity incentive plan, as more fully described in the accompanying management information circular dated February 4, 2022 (the “**Circular**”);
5. To approve a special resolution authorizing Management to amend the authorized capital of the Company by creating an unlimited number of Class A compressed shares, as more fully set forth in the Circular;
6. To approve a special resolution authorizing the Company to develop and, or, sell substantially all of its assets consisting of real estate assets in Lumby, British Columbia;
7. To consider and, if thought advisable, to pass an ordinary resolution to ratify and approve all previous acts and deeds by the directors since the beginning of the last meeting of stockholders; and
8. To transact such further or other business as may properly come before the meeting and any adjournments thereof.

THE COMPANY URGES SHAREHOLDERS TO REVIEW THE INFORMATION CIRCULAR PRIOR TO VOTING.

ACCESSING MEETING MATERIALS ONLINE

The Meeting Materials can be viewed online under the Company's profile at <https://sedar.com>, or under the Company's profile on the CSE website <https://thecse.com>, or on the Company's website <https://mavenbrands.ca>.

The Financial Statement Request Card is included with the proxy and voting instruction form.

REQUESTING PRINTED MEETING MATERIALS

Shareholders can request that printed copies of the Meeting Materials for the Meeting be sent to them by postal delivery at no cost to them for up to one year until March 17, 2023.

To receive the Meeting Materials in advance of the proxy deposit date and Meeting date, shareholders must request printed copies at least five business days (i.e. by March 12, 2022) in advance of the proxy deposit date and time set out in the accompanying proxy form. Meeting Materials will be sent to such shareholders within three business days of their request if such requests are made before the Meeting.

Shareholders may make their request without charge by email at info@mavenbrands.ca or by calling at +1-888-787-0888.

VOTING PROCESS

YOU CANNOT VOTE BY RETURNING THIS NOTICE. To vote your securities, you must vote using the method set out in the enclosed voting instruction form or proxy.

Registered Holders are asked to return their proxies using the following methods by the proxy deposit date noted on your proxy, which is by 10:00 a.m. PST on Tuesday, March 15, 2022:

INTERNET: Go to <https://www.eproxy.ca> and follow the instructions.
FACSIMILE: Fax to Endeavor Trust Corporation. at 604-559-8908.
MAIL: Complete the form of proxy or any other proper form of proxy, sign it and mail it to:
Endeavor Trust Corporation
Suite 702, 777 Hornby Street,
Vancouver, BC V6Z 1S4

Beneficial Holders are asked to return their voting instructions using the following methods at least one business day in advance of the proxy deposit date noted on your voting instruction form:

INTERNET: Go to <https://proxyvote.com> and follow the instructions.
FACSIMILE: Fax to Endeavor Trust Corporation. at 604-559-8908.

QUESTIONS

Shareholders with questions about notice and access can call toll free at 1-888-787-0888.

Dated as of the 4th day of February, 2022.