

**MAVEN BRANDS INC.**

**NOTICE AND ACCESS NOTIFICATION TO SHAREHOLDERS  
ANNUAL GENERAL AND SPECIAL MEETING OF SHAREHOLDERS  
TO BE HELD ON TUESDAY, JANUARY 31, 2023**

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 Tuesday, January 31, 2023 (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 Tuesday, January 31, 2023 at 10:00 a.m. (Vancouver time) at 838 West Hastings Street, Suite 700, Vancouver, B.C. V6C 0A6.

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, 2022;
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 reconfirming the Company’s omnibus equity incentive plan;
5. To approve a special resolution authorizing the Company to sell substantially all of its assets consisting of real estate assets in Lumby, British Columbia;
6. 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
7. 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 January 31, 2024.

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 January 24, 2023) 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](mailto: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 Friday, January 27, 2023:

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 19<sup>th</sup> day of December, 2022.