

# MAVEN BRANDS INC.

Security Class: Common Shares

## FORM OF PROXY

**Annual General & Special Meeting to be held on Tuesday January 31, 2023**

**This Form of Proxy is solicited by and on behalf of Management.**

### Notes to proxy

**Every holder has the right to appoint some other person or company of their choice, who need not be a holder, to attend and act on their behalf at the meeting or any adjournment or postponement thereof. If you wish to appoint a person or company other than the persons whose names are printed herein, please insert the name of your chosen proxyholder in the space provided.**

If the securities are registered in the name of more than one owner (for example, joint ownership, trustees, executors, etc.), then all those registered should sign this proxy. If you are voting on behalf of a corporation or another individual you must sign this proxy with signing capacity stated, and you may be required to provide documentation evidencing your power to sign this proxy.

This proxy should be signed in the exact manner as the name(s) appear(s) on the proxy.

If this proxy is not dated, it will be deemed to bear the date on which it is mailed by Management to the holder.

**If you appoint the Management Nominees to vote your securities, they will vote in accordance with your instructions or, if no instructions are given, in accordance with the Management Voting Recommendations highlighted for each Resolution overleaf. If you appoint someone else to vote your securities, they will also vote in accordance with your instructions or, if no instructions are given, as they in their discretion choose.**

This proxy confers discretionary authority in respect of amendments or variations to matters identified in the Notice of Meeting or other matters that may properly come before the meeting or any adjournment or postponement thereof.

This proxy should be read in conjunction with the accompanying documentation provided by Management.

**Proxies submitted must be received by 10:00 am, Vancouver Time, on Friday January 27, 2023, or in the case of any adjournment or postponement of the Meeting not less than 48 hours (Saturdays, Sundays and holidays excepted) before the time of the adjourned or postponed meeting.**

VOTING METHODS	
MAIL or HAND DELIVERY	Endeavor Trust Corporation 702 – 777 Hornby Street Vancouver, BC V6Z 1S4
FACSIMILE – 24 Hours a Day	604-559-8908
EMAIL	proxy@transferagent.ca
ONLINE	As listed on Form of Proxy or Voter Information Card

**If you vote by FAX, EMAIL or On-Line, DO NOT mail back this proxy.**

**Voting by mail, fax or by email** are the only methods by which a holder may appoint a person as proxyholder other than the Management nominees named on the reverse of this proxy.

# MAVEN BRANDS INC.

## Appointment of Proxyholder

I/We, being holder(s) of **Maven Brands Inc.** hereby appoint: **Darcy Bomford, CEO**, or, failing him, **Jennifer Pace, CFO**

OR **Print the name of the person you are appointing if this person is someone other than the Management Nominee listed herein.**

as my/our proxyholder with full power of substitution and to attend, act and to vote for and on behalf of the shareholder in accordance with the following direction (or if no directions have been given, as the proxyholder sees fit) and all other matters that may properly come before the Annual General and Special Meeting of shareholders of **Maven Brands Inc.** to be held at **838 West Hastings Street, Suite 700, Vancouver, B.C. on January 31, 2023 at 10:00 am**, Vancouver Time, and at any adjournment or postponement thereof.

**VOTING RECOMMENDATIONS ARE INDICATED BY HIGHLIGHTED TEXT OVER THE BOXES.**

1. Number of Directors		
To set the number of directors at three (3).	<b>For</b>	<b>Against</b>

2. Election of Directors		
To set the number of directors at three (3).	<b>For</b>	<b>Withhold</b>
a. Darcy Bomford		
b. Michael (Mike) Harcourt		
c. Jennifer Pace		

3. Appointment of Auditors		
To approve the appointment of Davidson & Company LLP as the auditors of the Company for the ensuing year and authorizing the Directors to fix their remuneration.	<b>For</b>	<b>Withhold</b>

4. Approval of Existing Equity Incentive Plan		
To reconfirm and approve by ordinary resolution, in the form of resolution set out in the management information circular prepared for the meeting, the Company's rolling omnibus equity incentive plan.	<b>For</b>	<b>Against</b>

5. Approval of Sale of Real Estate Assets		
To approve by special resolution, in the form of resolution set out in the management information circular prepared for the meeting, the sale of the real estate assets of the company, comprising substantially all the assets of the Company.	<b>For</b>	<b>Against</b>

6. Ratification of Previous Acts and Deed		
To ratify and approve all previous acts and deeds by the directors.	<b>For</b>	<b>Against</b>

# MAVEN BRANDS INC.

7. Other		
To transact such other business as may properly come before the meeting.	For	Against

**Authorized Signature(s) – This section must be completed for your instructions to be executed.** Signature(s)

I/We authorize you to act in accordance with my/our instructions set out above. I/We hereby revoke any proxy previously given with respect to the Meeting. **If no voting instructions are indicated above, this Proxy will be voted as recommended by Management.**

\_\_\_\_\_  
\_\_\_\_\_  
**Print Name(s) & Signing Capacity(ies), if applicable**

\_\_\_\_\_  
**Date (MM-DD-YY)**  
**THIS PROXY MUST BE DATED**