

BILLY GOAT BRANDS LTD.

FILED ON SEDAR

January 18, 2022

TO ALL REGULATORS AND EXCHANGES

RE: BILLY GOAT BRANDS LTD.
Notice of Meeting and Record Dates

We advise the following with respect to the Issuer's upcoming Meeting of Security Holders

1	Meeting Type	Annual General and Special Meeting
2	Record Date for Notice of Meeting	January 26, 2022
3	Record Date for Voting (If Applicable)	January 26, 2022
4	Beneficial Ownership Determination Date	January 26, 2022
5	Meeting Date	March 2, 2022
6	Meeting Location	810 - 789 West Pender Street Vancouver, BC V6C 1H2
7	Voting Securities Details	
8	Description (Class)	Common
9	ISIN / CUSIP	CA 0901871057 / 090187105
10	Issuer sending proxy related materials directly to Non-Objecting Beneficial Owners (NOBO's)	NO
11	Issuer paying for delivery of Objecting Beneficial Owners (OBO's)	NO
12	Notice and Access	
	Beneficial Holders	NO
	Registered Holders	NO
13	Material Selection	S - All & Special Materials

Yours Truly,

"Antony Harris"

Antony Harris, Chief Executive Officer
Billy Goat Brands Ltd.