

Security Class

Holder Account Number

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## Form of Proxy - Annual General and Special Meeting to be held on November 7, 2023

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

#### Notes to proxy

1. 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 Management Nominees whose names are printed herein, please insert the name of your chosen proxyholder in the space provided (see reverse).
2. 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 may be required to provide documentation evidencing your power to sign this proxy with signing capacity stated.
3. This proxy should be signed in the exact manner as the name(s) appear(s) on the proxy.
4. If a date is not inserted in the space provided on the reverse of this proxy, it will be deemed to bear the date on which it was mailed to the holder by Management.
5. **The securities represented by this proxy will be voted as directed by the holder, however, if such a direction is not made in respect of any matter, and the proxy appoints the Management Nominees listed on the reverse, this proxy will be voted as recommended by Management.**
6. The securities represented by this proxy will be voted in favour, or withheld from voting, or voted against each of the matters described herein, as applicable, in accordance with the instructions of the holder, on any ballot that may be called for. If you have specified a choice with respect to any matter to be acted on, the securities will be voted accordingly.
7. This proxy confers discretionary authority in respect of amendments or variations to matters identified in the Notice of Meeting and Management Information Circular or other matters that may properly come before the meeting or any adjournment or postponement thereof, unless prohibited by law.
8. This proxy should be read in conjunction with the accompanying documentation provided by Management.

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Proxies submitted must be received by 10:00 am, Pacific Time, on November 3, 2023.

### VOTE USING THE TELEPHONE OR INTERNET 24 HOURS A DAY 7 DAYS A WEEK!



#### To Vote Using the Telephone

- Call the number listed BELOW from a touch tone telephone.

1-866-732-VOTE (8683) Toll Free



#### To Vote Using the Internet

- Go to the following web site: [www.investorvote.com](http://www.investorvote.com)
- **Smartphone?**  
Scan the QR code to vote now.



#### To Virtually Attend the Meeting

- You can attend the meeting virtually by visiting the URL provided on the back of this document.

If you vote by telephone or the Internet, DO NOT mail back this proxy.

Voting by mail may be the only method for securities held in the name of a corporation or securities being voted on behalf of another individual.

Voting by mail or by Internet 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. Instead of mailing this proxy, you may choose one of the two voting methods outlined above to vote this proxy.

To vote by telephone or the Internet, you will need to provide your CONTROL NUMBER listed below.

CONTROL NUMBER



## Appointment of Proxyholder

I/We being holder(s) of securities of Xebra Brands Ltd. (the "Company") hereby appoint: Jordi Chemonte, or failing this person, Jay Garnett, or failing this person, Omar Garcia Abrego, or failing this person, Keith Dolo (the "Management Nominees")

OR

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

Note: If completing the appointment box above YOU MUST go to <http://www.computershare.com/XebraBrands> and provide Computershare with the name and email address of the person you are appointing. Computershare will use this information ONLY to provide the appointee with a user name to gain entry to the online meeting.

as my/our proxyholder with full power of substitution and to attend, act and to vote for and on behalf of the holder in accordance with the following direction (or if no directions have been given, as the proxyholder sees fit) and on all other matters that may properly come before the Annual General and Special Meeting of shareholders of the Company to be held virtually at <https://meetnow.global/MHGAJ4N> on November 7, 2023 at 10:00 am (Pacific Time), and at any adjournment or postponement thereof.

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

	<b>For</b>		<b>Against</b>
<b>1. Number of Directors</b>		<input type="checkbox"/>	<input type="checkbox"/>
To set the number of Directors at seven (7).			

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	<b>For</b>	<b>Withhold</b>		<b>For</b>	<b>Withhold</b>
01. Jordi Chemonte	<input type="checkbox"/>	<input type="checkbox"/>	02. Antonio Grimaldo	<input type="checkbox"/>	<input type="checkbox"/>
04. Jay Garnett	<input type="checkbox"/>	<input type="checkbox"/>	05. Erick Ponce	<input type="checkbox"/>	<input type="checkbox"/>
07. David Ross Macias Diaz	<input type="checkbox"/>	<input type="checkbox"/>	06. Keith Dolo	<input type="checkbox"/>	<input type="checkbox"/>
03. Todd Dalotto	<input type="checkbox"/>	<input type="checkbox"/>			

	<b>For</b>		<b>Withhold</b>
<b>3. Appointment of Auditors</b>		<input type="checkbox"/>	<input type="checkbox"/>
Appointment of Dale Matheson Carr-Hilton LaBonte LLP, Chartered Accountants ("DMCL") as Auditors of the Company for the ensuing year and authorizing the Directors to fix their remuneration.			

	<b>For</b>		<b>Against</b>
<b>4. Approval of Control Person</b>		<input type="checkbox"/>	<input type="checkbox"/>
To consider, and if thought advisable, to approve, with or without variation, an ordinary resolution of disinterested shareholders to: (i) ratify and approve a private placement offering of units of the Company, and (ii) authorize and approve a private placement offering of convertible debentures of the Company that will Materially Affect Control of the Company (as such term is defined by the policies of the Canadian Securities Exchange), all as more particularly described in the Circular.			

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<b>Signature of Proxyholder</b>	<b>Signature(s)</b>	<b>Date</b>
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. <b>If no voting instructions are indicated above, and the proxy appoints the Management Nominees, this Proxy will be voted as recommended by Management.</b>	<div style="border: 1px solid black; height: 30px; width: 100%;"></div>	<u>DD / MM / YY</u>

<b>Interim Financial Statements</b> - Mark this box if you would like to receive Interim Financial Statements and accompanying Management's Discussion and Analysis by mail. <input type="checkbox"/>	<b>Annual Financial Statements</b> - Mark this box if you would like to receive the Annual Financial Statements and accompanying Management's Discussion and Analysis by mail. <input type="checkbox"/>
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If you are not mailing back your proxy, you may register online to receive the above financial report(s) by mail at [www.computershare.com/maillinglist](http://www.computershare.com/maillinglist).

