

**KINGS ENTERTAINMENT GROUP INC.
NOTICE OF ANNUAL GENERAL & SPECIAL MEETING OF SHAREHOLDERS**

NOTICE IS HEREBY GIVEN that an annual general & special meeting (the “**Meeting**”) of the shareholders (“**Shareholders**”) of Kings Entertainment Group Inc. (the “**Corporation**” or “**KEG**”) will be held virtually on **October 25, 2022 at 10:00 a.m. (Toronto time)**, for the following purposes:

1. to receive and consider the audited financial statements of the Corporation as at and for the year ended December 31, 2021 together with the report of the auditors thereon;
2. to appoint Baker Tilly WM LLP as the auditor of the Corporation for the ensuing year and to authorize the board of directors of the Corporation to fix the remuneration of the auditor;
3. to fix the number of directors of the Corporation for the ensuing year at six (6);
4. to elect the directors of the Corporation;
5. to approve and ratify the Corporation’s stock option plan and the prior grant of 3,265,650 options thereunder;
6. to approve the Corporation’s proposed transaction (the “**Transaction**”) with Sports Venture Holdings Inc. (“**SVH**”), all as more fully described in the accompanying management information circular (the “**Circular**”); and
7. to transact such other business as may properly come before the Meeting.

The Meeting can be accessed at www.agmconnect.com/Kings2022

The accompanying Circular provides additional information relating to each of the matters to be addressed at the Meeting and is deemed to form part of this Notice of Meeting. The board of directors of the Corporation has fixed the closing of business on September 16, 2022 as the record date for determination of Shareholders entitled to receive notice of and vote at the Meeting or any adjournment(s) or postponement(s) thereof.

A registered Shareholder wishing to be represented by proxy at the Meeting or any adjournment or postponement thereof must have deposited his, her or its duly executed form of proxy with Olympia Trust Company, by mail using the enclosed return envelope, by email to proxy@olympiustrust.com, by hand delivery to Suite 4000, 520 – 3rd Ave SW, Calgary, AB T2P 0R3, by facsimile to (403) 668-8307 or by internet at <https://css.olympiustrust.com/pxlogin>, using the 12-digit control number located at the bottom of your proxy, not later than 10:00 a.m. (Toronto time) on October 21, 2022 or, if the Meeting is adjourned or postponed, not later than 48 hours, excluding Saturdays, Sundays and holidays, preceding the time of such adjourned or postponed Meeting. If you are a non-registered shareholder (for example, if you hold shares of the Corporation in an account with an intermediary), you should follow the voting procedures prescribed by your intermediary.

The participation of Shareholders is very important to the Corporation. Please ensure that the votes attached to your Common Shares will be exercised at the Meeting.

DATED at Toronto, Ontario as of September 23, 2022.

BY ORDER OF THE BOARD OF DIRECTORS

(Signed) “Steve Budin”

Steve Budin
Chief Executive Officer & Director