

KINGS ENTERTAINMENT GROUP INC.

(the "Company")

VOTING INSTRUCTION FORM ("VIF")

ANNUAL GENERAL & SPECIAL Meeting to be held on **October 25, 2022 at 10:00 a.m. (Toronto time)**
to be held virtually through the platform of AGM Connect at www.agmconnect.com/Kings2022
(the "Meeting")

Proxies must be received by **10:00 AM (Toronto Time) on October 21, 2022**

VOTING METHOD	
INTERNET	Go to https://css.olympiustrust.com/pxlogin and enter the 12-digit control number shown on reverse.
EMAIL	proxy@olympiustrust.com
FACSIMILE	(403) 668-8307
MAIL	Olympia Trust Company PO Box 128, STN M Calgary, AB T2P 2H6 Attn: Proxy Dept.

The undersigned hereby appoints **Steven Budin, Chief Executive Officer** of the Company, or failing him, **Kelvin Lee, Chief Financial Officer and Corporate Secretary**, of the Company (the "Management Nominees"), or instead of any of them, the following Appointee

Please print appointee name

as appointee on behalf of the undersigned with the power of substitution to attend, act and vote for and on behalf of the undersigned in respect of all matters that may properly come before the Meeting and at any adjournment(s) or postponement(s) thereof, in accordance with voting instructions, if any, provided below.

- SEE VOTING GUIDELINES ON REVERSE -

RESOLUTIONS – MANAGEMENT VOTING RECOMMENDATIONS ARE INDICATED BY **HIGHLIGHTED** TEXT

1. Number of Directors	FOR	AGAINST
To fix the number of directors of the Company for the ensuing year at six (6);	<input type="checkbox"/>	<input type="checkbox"/>
2. Election of Directors	FOR	WITHHOLD
a) Steven Budin	<input type="checkbox"/>	<input type="checkbox"/>
b) Kelvin Lee	<input type="checkbox"/>	<input type="checkbox"/>
c) Robin Godfrey	<input type="checkbox"/>	<input type="checkbox"/>
d) Laryssa Hetmanczuk	<input type="checkbox"/>	<input type="checkbox"/>
e) Joseph Krutel	<input type="checkbox"/>	<input type="checkbox"/>
f) Anthony Zelen	<input type="checkbox"/>	<input type="checkbox"/>
3. Election of Directors upon completion of the Transaction	FOR	WITHHOLD
a) Jared Beber	<input type="checkbox"/>	<input type="checkbox"/>
b) Robin Godfrey	<input type="checkbox"/>	<input type="checkbox"/>
c) David Danziger	<input type="checkbox"/>	<input type="checkbox"/>
d) Kevin Kirby	<input type="checkbox"/>	<input type="checkbox"/>
e) Cory Levi	<input type="checkbox"/>	<input type="checkbox"/>
f) Hélène F. Fortin	<input type="checkbox"/>	<input type="checkbox"/>
4. Appointment of Auditors	FOR	WITHHOLD
To appoint Baker Tilly WM LLP as the auditor of the Company for the ensuing year and to authorize the board of directors of the Company to fix the remuneration of the auditor;	<input type="checkbox"/>	<input type="checkbox"/>
5. Option Plan and Prior Grant Approval Resolution	FOR	AGAINST
To consider and, if deemed advisable, to approve and authorize a resolution, the full text of which is set forth in the accompanying management information circular, approving the Company's stock option plan, as amended, and the prior grant of 3,265,650 stock options thereunder;	<input type="checkbox"/>	<input type="checkbox"/>
6. Transaction Approval Resolution	FOR	AGAINST
To consider and, if deemed advisable, to approve and authorize a resolution, the full text of which is set forth in the accompanying management information circular, approving the Company's proposed transaction with Sports Venture Holdings Inc.	<input type="checkbox"/>	<input type="checkbox"/>

This VIF revokes and supersedes all earlier dated VIFs and **MUST BE SIGNED**

PLEASE PRINT NAME

Signature of registered owner(s)

Date (MM/DD/YYYY)

Request for Financial Statements

In accordance with securities regulations, security holders may elect to receive Annual Financial Statements, Interim Financial Statements and MD&As.

Instead of receiving the financial statements by mail, you may choose to view these documents on SEDAR at www.sedar.com.

I am currently a security holder of the Company and as such request the following:

Interim Financial Statements with MD&A – Check the box to the right if you would like to **RECEIVE** interim financial statements and accompanying Management's Discussion & Analysis by mail.

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Annual Financial Statements with MD&A – Check the box to the right if you would like to **RECEIVE** the Annual Financial Statements and accompanying Management's Discussion and Analysis by mail.

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Voting Instruction Form ("VIF") – Guidelines and Conditions

1. **THIS VIF IS SOLICITED BY MANAGEMENT OF THE COMPANY.**
2. **THIS VIF SHOULD BE READ IN CONJUNCTION WITH THE MEETING MATERIALS PRIOR TO VOTING.**
3. 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 on the reverse. 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.
4. Each security holder has the right to appoint a person other than the Management Nominees specified herein to represent them at the Meeting or any adjournment or postponement thereof. Such right may be exercised by inserting in the space labeled *"Please print appointee name"*, the name of the person to be appointed, who need not be a security holder of the Company.
5. To be valid, this VIF should be signed in the exact manner as the name appears on the VIF. If the VIF is not dated, it is deemed to bear the date of its mailing to the security holders of the Company.
6. To be valid, this VIF must be filed using one of the voting methods and must be received by Olympia Trust Company before the date noted on the reverse, 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.
7. Guidelines for proper execution of the VIF are available at www.stac.ca. Please refer to the proxy protocol.