

# *Supreme.*

TSX:FIRE

**THE SUPREME CANNABIS COMPANY, INC.**

**NOTICE OF ANNUAL GENERAL MEETING OF SHAREHOLDERS**

**to be held on November 9, 2020**

**TO THE SHAREHOLDERS OF THE SUPREME CANNABIS COMPANY, INC.**

NOTICE IS HEREBY GIVEN that an annual meeting (the “**Meeting**”) of the holders (“**Shareholders**”) of common shares (“**Common Shares**”) of The Supreme Cannabis Company, Inc. (the “**Company**”) will be held at 9:00 am (Eastern Standard Time) on November 9, 2020. The Meeting will be a virtual-only meeting conducted in a virtual-only format available online at [www.virtualshareholdermeeting.com/FIRE2020](http://www.virtualshareholdermeeting.com/FIRE2020). You will not be able to attend the meeting physically. The Meeting will be held for the following purposes:

1. to receive the audited financial statements of the Company for the period ended June 30, 2020 and the report of the auditors thereon;
2. to appoint KPMG LLP, as the auditors of the Company for the ensuing year and authorize the directors to fix their remuneration and the terms of their engagement;
3. to elect the directors of the Company for the ensuing year; and
4. to transact such other business as may properly be brought before the Meeting or any adjournment(s) or postponement(s) thereof.

Shareholders should refer to the accompanying management information circular dated September 24, 2020 (the “**Information Circular**”) for more detailed information with respect to the matters to be considered at the Meeting.

The Company has been carefully monitoring the outbreak of COVID-19. Given the unprecedented circumstances in which we collectively find ourselves, and in light of the Company’s unwavering commitment to the health and well-being of its employees, customers, suppliers, partners, shareholders, communities and other stakeholders, the Company will be conducting this year’s Meeting in a virtual-only format. A virtual-only meeting format is being adopted in response to the rapidly evolving COVID-19 situation in order to enfranchise and give all of our shareholders an equal opportunity to participate at the meeting regardless of their geographic location or the particular constraints, circumstances or risks they may be facing as a result of COVID-19.

Shareholders who choose to attend the Meeting will do so by accessing a live webcast of the Meeting via the internet. You will be able to access the meeting using an internet connected device such as a laptop, computer, tablet or mobile phone, and the meeting platform will be supported across browsers and devices that are running the most updates version of the applicable software plugins. Only registered shareholders

("Registered Shareholders") and duly appointed proxyholders (including non-registered (beneficial) shareholders who have appointed themselves as proxyholder) will be entitled to attend, participate and vote at the meeting, all in real time by visiting [www.virtualshareholdermeeting.com/FIRE2020](http://www.virtualshareholdermeeting.com/FIRE2020).

This year, the Company has elected to use the notice-and-access provisions under National Instrument 54-101 – Communication with Beneficial Owners of Securities of a Reporting Issuer and National Instrument 51-102 – Continuous Disclosure Obligations (the "**Notice-and-Access Provisions**") of the Canadian Securities Administrators for the Meeting. The Notice-and-Access Provisions are a set of rules developed by the Canadian Securities Administrators that reduce the volume of materials that must be physically mailed to Shareholders of the Company by allowing the Company to post its Information Circular and any additional materials online.

The Information Circular and all additional materials have been posted in full on the Company's website at [www.supreme.ca](http://www.supreme.ca) and under the Company's SEDAR profile at [www.sedar.com](http://www.sedar.com) instead of printing and mailing out paper copies. All Shareholders of record as of September 22, 2020, the record date, will receive a notice and access notification containing instructions on how to access the Company's Information Circular and all additional materials. Shareholders may request to receive paper copies of the proxy materials in connection with the Meeting, at no cost, at [www.proxyvote.com](http://www.proxyvote.com), or by calling 1-877-907-7643 and entering the provided 16-digit control number, up to the date of the Meeting or any adjournment thereof, or thereafter by contacting the Company at 416-466-6265. Requests may be made up to one year from the date the Meeting materials were filed on SEDAR. In order to ensure that a paper copy of the Information Circular and additional materials can be delivered to a Shareholder in time for such Shareholder to review the Information Circular and return a form of proxy or voting instruction form prior to the deadline to receive proxies, it is strongly suggested that Shareholders ensure their request is received no later than **October 26, 2020**. Shareholders who would like more information about the Notice-and-Access Provisions may contact Broadridge Investor Communications Corporation ("**Broadridge**") toll-free at 1-855-887-2244, or, by email at [noticeandaccess@broadridge.com](mailto:noticeandaccess@broadridge.com). Please see "Notice-and-Access" in the accompanying Information Circular.

Registered Shareholders may attend the Meeting online or may be represented by proxy. If you are a Registered Shareholders and are unable to attend the Meeting online, please exercise your right to vote by dating, signing and returning the accompanying form of proxy to Broadridge. To be valid, completed proxy forms must be dated, completed, signed and deposited with Broadridge, (i) by mail using the enclosed return envelope addressed to Data Processing Centre, P.O. Box 3700 STN Industrial Park, Markham, ON, L3R 9Z9, (ii) by telephone at 1-800-474-7493 (English) and follow the instructions. You will need to enter your 16-digit control number. Follow the interactive voice recording instructions to submit your vote, or (iii) via the internet at [www.proxyvote.com](http://www.proxyvote.com). If you vote through the internet, you may also appoint another person to be your proxyholder. Please go to [www.proxyvote.com](http://www.proxyvote.com) and follow the instructions. You will require your 16-digit control number found on your proxy form. Your proxy or voting instructions must be received in each case no later than 5:00 p.m. (Toronto time) on November 7, 2020 or two (2) business days preceding the date of any adjournment or postponement of the Meeting. If you are unable to attend the Meeting online, we encourage you to complete the enclosed form of proxy as soon as possible. If a Shareholder received more than one form of proxy because such holder owns Common Shares registered in different names or addresses, each form of proxy should be completed and returned. The Chairman of the Meeting shall have the discretion to waive or extend the proxy deadline without notice. Shareholders are reminded to review the Information Circular before voting.

If you are not a Registered Shareholder and receive these materials through your broker or through another intermediary, please complete and return the voting instruction form in accordance with the instructions provided to you by your broker or by the other intermediary.

The board of directors of the Company has fixed September 22, 2020 as the record date. Shareholders of record at the close of business on September 22, 2020 are entitled to notice of the Meeting and to vote thereat

or at any adjournment(s) or postponement(s) thereof on the basis of one vote for each Common Share held, except to the extent that: (i) a Registered Shareholder has transferred the ownership of any Common Shares subsequent to September 22, 2020, and (ii) the transferee of those Common Shares produces properly endorsed share certificates, or otherwise establishes that he, she or it owns the Common Shares and demands, not later than ten (10) days before the Meeting, that his, her or its name be included on the list of persons entitled to vote at the Meeting, in which case, the transferee shall be entitled to vote such Common Shares at the Meeting. The transfer books will not be closed.

**BY ORDER OF THE BOARD OF DIRECTORS**

Beena Goldenberg  
Chief Executive Officer and Director

September 24, 2020