NOTICE OF ANNUAL GENERAL MEETING OF SHAREHOLDERS
TO BE HELD ON MAY 19, 2023

NOTICE IS HEREBY GIVEN that an annual general meeting (the “Meeting”) of the shareholders of Q4 Inc. ("Q4" or the “Company”) will be held as a virtual only meeting via live audio webcast online at https://meetnow.global/MMVDC5J on Friday, May 19, 2023 at 9:00 a.m. (Eastern time) for the following purposes:

1. to receive the audited consolidated financial statements of Q4 for the year ended December 31, 2022, together with the auditor’s report thereon;

2. to elect directors of Q4 to hold office until the close of business of the next annual general meeting of Q4’s shareholders and fix the number of directors at 6;

3. to re-appoint PricewaterhouseCoopers LLP as the auditor of Q4 to hold office until the close of business of the next annual general meeting of Q4’s shareholders and to authorize the directors of Q4 to fix the auditor’s remuneration; and

4. to transact such other business as may be properly brought before the Meeting or any adjournment thereof.

Information relating to the items described above is set forth in the accompanying Management Information Circular of Q4. Only registered shareholders of record of Q4 at the close of business on April 3, 2023, the record date, or the persons they appoint as proxyholder, will be entitled to receive notice of and to vote at the Meeting.

In light of the ongoing coronavirus (COVID-19) pandemic and associated public health guidelines, Q4 has determined to hold the meeting virtually as a prudent and necessary step to ensure the health and safety of our shareholders and employees.

Registered shareholders and duly appointed proxyholders can attend the meeting by logging onto https://meetnow.global/MMVDC5J. Following the instructions set forth in the accompanying Management Information Circular of Q4, shareholders will be able to attend the Meeting live, participate, submit questions and vote their shares while the Meeting is being held.

You are encouraged to provide your voting instructions well in advance of the meeting. If you are appointing someone other than the management nominees to represent your shares at the meeting, in addition to indicating this when voting, you will also need to log on to the following site to register your appointee with Computershare at http://www.computershare.com/q4inc and provide the name and email address of your chosen nominee. The day after proxy cut-off Computershare will send an email with log in information for the meeting to all correctly registered appointees.

In order to be valid for use at the Meeting, proxies must be received by Computershare by 9:00 a.m. (Eastern time) on Wednesday, May 17, 2023 or, if the Meeting is adjourned or postponed, 48 hours prior to the time which the Meeting has been adjourned or postponed, excluding Saturdays, Sundays and statutory holidays. The chair of the Meeting may waive or extend the proxy cut-off time without notice. Non-registered shareholders of Q4 who receive these materials through their broker or other intermediary should carefully follow the instructions provided by their broker or intermediary.
It is important to note that shareholders will not be able to attend this year’s Meeting in person. Those wishing to access and vote at the Meeting during the live webcast need to ensure that they remain connected to the Meeting at all times in order to vote when balloting commences, and it is such persons’ responsibility to ensure internet connectivity for the duration of the Meeting.

DATED at Toronto, Ontario this 3rd day of April, 2023.

By Order of the Board of Directors

(signed) “Darrell Heaps”
Darrell Heaps
Chief Executive Officer