Notice of Annual General Meeting of Shareholders and Availability of Proxy Materials

To vote you must follow the methods reflected on your enclosed Voting Instruction Form or Proxy BEFORE 9:00 a.m. (Toronto time) on November 26, 2021 (or such earlier time specified in the Voting Instruction Form by the intermediary holding your shares)

MEETING DATE AND LOCATION

Meeting Type:	Annual General Meeting of Shareholders (the "**Meeting**") of Lifeist Wellness Inc. ("**Lifeist**" or the "**Company**")
When:	November 30, 2021 at 9:00 a.m. (Toronto time)
Where:	Toronto Ballroom of the DoubleTree Toronto Downtown Hotel located at 108 Chestnut Street, Toronto, Ontario M5G1R3

BUSINESS OF THE MEETING

1. To receive the audited financial statements of the Company for the fiscal year ended November 30, 2020, together with the auditor's report thereon;
2. To appoint Baker Tilly WM LLP, Chartered Public Accountants as the Company's auditors (see "*Appointment of Auditor*" in the Company's management information circular dated October 21, 2021 (the "**Information Circular**"));
3. To elect directors of the Company for the ensuing year (see "*Election of Directors*" in the Information Circular);
4. To ratify the Company's Amended and Restated Stock Option Plan (see "*Ratification of the Amended and Restated Stock Option Plan*" in the Information Circular); and
5. To transact any other business which may properly come before the Meeting or any adjournment or postponement thereof.

NOTICE-AND-ACCESS

You are receiving this notice as Lifeist Wellness Inc. has decided to use the notice-and-access procedures available under applicable securities legislation for delivery of meeting materials to its shareholders for the Meeting. This Notice of Meeting is prepared under the notice-and-access rules under National Instrument 54-101 - *Communications with Beneficial Owners of Securities of a Reporting Issuer*. Under notice-and-access, shareholders will receive a Proxy or Voting Instruction Form enabling them to vote at the Meeting. However, instead of a paper copy of the meeting materials, shareholders receive this notice with information on how they may access such materials electronically. The use of this alternative means of delivery is more environmentally friendly and helps reduce the costs of paper, printing and mailing charges of meeting materials to shareholders. The meeting materials for the Meeting are available on the Internet. This communication presents only an overview of the more complete meeting materials that are available to you on the Internet. We remind you to access and review all of the important information contained in the Information Circular and other meeting materials before voting. The Information Circular and other relevant materials are available at:

https://lifeist.com/investors/events-and-presentations/events/event-details/2021/AGM

OR

under Lifeist's SEDAR profile at www.sedar.com.

HOW DO I OBTAIN A PRINTED COPY OF THE MEETING MATERIALS?

If you would like to receive a paper copy of the current meeting materials by mail, you must request one. There is no charge to you for requesting a copy. Call us toll free at +1 877-660-2365 within North America to request a paper copy of the materials for the Meeting, or if you have any questions regarding notice-and-access.

To ensure you receive the material in advance of the voting deadline and Meeting date, all requests must be received by us no later than 10 business days before the Meeting to ensure timely receipt. If you do request the current materials, please note that another Voting Instruction Form/Proxy will not be sent; please retain your current one for voting purposes.

To obtain paper copies of the meeting materials after the Meeting date, please contact info@lifeist.com or call +1 877-660-2365. Following the Meeting, the documents will remain available at the websites listed above for a period of at least one year.

PLEASE NOTE – YOU CANNOT VOTE BY RETURNING THIS NOTICE.
To vote your securities you must vote online, by telephone or by mailing the enclosed Voting Instruction Form/Proxy for receipt by the Company BEFORE 9:00 a.m. (Toronto time) on Friday, November 26, 2021 or 48 hours prior to any adjournment of the meeting, excluding Saturdays, Sundays and statutory holidays or such earlier time specified in the Voting Instruction Form by the intermediary holding your shares).

PLEASE REVIEW THE INFORMATION CIRCULAR PRIOR TO VOTING

HOW DO I VOTE?

There are several convenient ways to vote your shares including online and via telephone. You will find attached to this notice a Proxy or a Voting Instruction Form containing detailed instructions on how to exercise your voting rights.

	Beneficial Shareholders *Shares held with a broker, bank or other intermediary.*	**Registered Shareholders** *Shares held in own name and represented by a physical certificate.*
Internet:	www.proxyvote.com	www.investorvote.com
Phone or Fax:	Call or fax to the number(s) listed on your Voting Instruction Form and vote using the control number provided therein.	Call or fax to the numbers listed below: Phone: 1-866-732-8683 Fax: 1-866-249-7775 and vote using the control number provided in the Proxy
Mail:	Return the Voting Instruction Form in the enclosed envelope.	Return the Proxy in the enclosed envelope.