LIFEIST WELLNESS INC.

NOTICE OF ANNUAL GENERAL AND SPECIAL MEETING OF SHAREHOLDERS

NOTICE IS HEREBY GIVEN that the annual general and special meeting of the shareholders of **LIFEIST WELLNESS INC.** (the "**Company**") will be held in the offices of Ricketts Harris LLP, 181 University Avenue, Suite 800, Toronto ON M5H 2X7 on Thursday, March 14, 2024, at 9:30 a.m. (Toronto time) and any adjournment or postponement thereof (the "**Meeting**"), for the following purposes:

1. To receive the audited financial statements of the Company for the fiscal year ended November 30, 2022, together with the auditor's report thereon;

2. To appoint Clearhouse LLP, Chartered Professional Accountants, as the Company's auditors until the close of the next annual general meeting of the shareholders of the Company or until a successor is appointed, and to authorize the directors of the Company to fix the remuneration of the auditors for the ensuing year;

3. To elect the directors of the Company to serve until the close of the next annual general meeting of the shareholders or until their successors are duly elected or appointed, as more particularly set forth in the accompanying Management Information Circular (the "**Information Circular**");

4. To consider and, if appropriate, to pass, with or without variation, an ordinary resolution, substantially in the form set out in the Information Circular, approving the continued use of the Company's Amended and Restated Stock Option Plan, as more specifically set out in the accompanying Information Circular;

5. To consider and, if deemed advisable, to pass, with or without variation, an ordinary resolution, substantially in the form set out in the Information Circular, authorizing and approving the proposed consolidation of the issued and outstanding common shares of the Company on the basis of a consolidation ratio to be selected by the Board, within a range of between five (5) pre-consolidation common shares for one (1) post-consolidation Common Share and twenty (20) pre-consolidation Common Shares for one (1) post-consolidation Common Share (the "**Consolidation**"), as more specifically set out in the accompanying Information Circular;

6. To consider, and if deemed advisable, to pass, with or without variation, a special resolution, substantially in the form set out in the Information Circular, authorizing and approving the proposed sale of the Company's CannMart Group which transaction would constitute the disposition of all or substantially all of the undertaking of the Company, in accordance with Section 301 of the *Business Corporations Act* (British Columbia), as more particularly described in the Information Circular; and

7. To transact any other business which may properly come before the Meeting or any adjournment or postponement thereof.

The Company has elected to use the notice-and-access provisions under National Instrument 54-101 and National Instrument 51-102 ("**Notice and Access Provisions**") for this Meeting. 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 printed and mailed to shareholders of the Company ("**Shareholders**") by allowing the Company to post the Information Circular and any additional materials online. Under Notice-and-Access Provisions, instead of receiving printed copies of the Meeting materials, Shareholders will receive a Notice-and-Access notification containing details of the Meeting date and information on how they can access the Meeting materials electronically. Shareholders will also receive a form of proxy (for registered shareholders) or a voting instruction form (for beneficial shareholders), allowing each Shareholder to submit their vote by proxy at the Meeting.

The Information Circular is available at https://lifeist.com/investors/events-and-presentations/events/event-details/2024/AGSM and under the Company's profile on SEDAR+ at www.sedarplus.ca. Any Shareholder who wishes to receive a paper copy of the Information Circular should contact the Company by telephone:

toll free at: 1 888 291 8311 or by email at: info@lifeist.com. A Shareholder may also use the telephone number noted above to obtain additional information about the Notice-and-Access Provisions. Under Notice-and-Access Provisions, meeting related materials will be available for viewing for up to one year from the date of posting and a paper copy of the materials can be requested at any time during this period.

In order to allow for reasonable time to be allotted for a Shareholder to receive and review a paper copy of the Information Circular before the deadline for the receipts of proxies, being 9:30 a.m. (Toronto time) on Tuesday, March 12, 2024, any Shareholder wishing to request a paper copy of the Information Circular as described above should ensure such request is received by the Company no later than February 27**,** 2024.

The Information Circular contains details of matters to be considered at the Meeting. Regardless of whether a Shareholder plans to attend the Meeting, the Company requests that each Shareholder please complete and deliver the form of proxy, or follow the other voting procedures, all as set out in the form of proxy and Information Circular.

In addition, should a pandemic, epidemic or other similar event restrict the Company's ability to hold the Meeting as anticipated, like COVID-19 did in the past, the Company reserves the right to take any precautionary measures it deems appropriate in relation to the Meeting including, if considered necessary or advisable, providing a virtual webcast version of the Meeting and/or hosting the Meeting solely by means of remote communication, placing restrictions on in-person attendance, or postponing or adjourning the Meeting.

Changes to the Meeting date and/or means of holding the Meeting may be announced by way of press release. Please monitor the Company's press releases as well as the Company's website at www.lifeist.com for any updated information. If applicable and as appropriate, the Company will provide required information on the logistical details of a virtual or hybrid Meeting including how a shareholder can remotely access, participate in and vote at such Meeting. An amended Information Circular and other amended Meeting proxy materials will not be mailed out in the event of changes to the Meeting format.

Non-registered Shareholders who plan to attend the Meeting must follow the instructions set out in the form of proxy or voting instruction form provided to them and in the Information Circular to ensure that their shares will be voted while the Meeting is in session. A Shareholder who holds shares through a brokerage account is a non-registered Shareholder.

Accordingly, all shareholders are strongly encouraged to vote prior to the Meeting by any of the means described in the Management Information Circular.

DATED at Toronto, Ontario, this 2nd day of February, 2024

BY ORDER OF THE BOARD

/s/ "Meni Morim"

Meni Morim
Chief Executive Officer