



LASSONDE INDUSTRIES INC.

NOTICE OF ANNUAL GENERAL MEETING OF SHAREHOLDERS

NOTICE IS HEREBY GIVEN that the Annual General Meeting of shareholders of Lassonde Industries Inc. (the "Corporation") will be webcast live at the address <https://web.lumiagm.com/439399485> on May 14, 2021 at 2:00 p.m. (Montreal time) for the purpose of:

- ♦ receiving the consolidated financial statements of the Corporation for the fiscal year ended December 31, 2020, as well as the external auditor's report thereon;
- ♦ electing the directors of the Corporation;
- ♦ appointing external auditors and authorizing the directors to establish their remuneration;
- ♦ adopting a resolution to ratify, confirm and approve By-Law 2020-2 - Amended and Restated By-Law Relating Generally to the Conduct of the Affairs of Lassonde Industries Inc.; and
- ♦ transacting such other business as may properly be brought before the meeting.

This year, in light of the COVID-19 pandemic, and to comply with certain guidelines and recommendations by public health authorities and the Quebec government, our meeting will be webcast live only. The meeting will therefore be streamed live on the internet. Shareholders will be given the opportunity to participate in the meeting on line, regardless of where they are located. Shareholders will be given the chance to ask questions and vote on a number of important topics.

Shareholders who are unable to attend the meeting are requested to fill out and sign the enclosed proxy form and to forward same to the Corporation in the envelope provided to that effect. Non-registered shareholders who receive this notice through their broker or other intermediary are asked to fill out and forward the proxy form according to the instructions provided by their broker or other intermediary. The record date for the determination of shareholders who are entitled to vote at the meeting is March 26, 2021. Kindly refer to the attached management proxy circular for further information.

Rougemont, March 26, 2021

By order of the Board of Directors

Pierre-Paul Lassonde

Chairman of the Board