



February 18, 2021

Nova Scotia Securities Commission  
Alberta Securities Commission  
Manitoba Securities Commission  
Ontario Securities Commission  
Superintendent of Securities, Prince Edward  
Island

Securities Commission of Newfoundland and Labrador  
Saskatchewan Financial and Consumer Affairs Authority  
New Brunswick Financial and Consumer Services  
Commission  
British Columbia Securities Commission  
Autorité des marchés financiers

**RE: TVA Group Inc.**

Pursuant to a request from the above-mentioned reporting issuer, we wish to advise you of the following information in connection with its Annual Meeting of Shareholders:

|                                                                       |                                                |
|-----------------------------------------------------------------------|------------------------------------------------|
| Date of meeting:                                                      | May 11, 2021                                   |
| Record date for notice:                                               | March 15, 2021                                 |
| Record date for voting:                                               | March 15, 2021                                 |
| Beneficial ownership determination date:                              | March 15, 2021                                 |
| Securities entitled to notice:                                        | Class A Common Shares<br>Class B Common Shares |
| Securities entitled to vote:                                          | Class A Common Shares                          |
| Issuer mailing directly to non-objecting beneficial owners:           | Yes                                            |
| Issuer will pay for objecting beneficial owner material distribution: | Yes                                            |
| Issuer using notice-and-access for registered investors:              | No                                             |
| Issuer using notice-and-access for non-registered investors:          | No                                             |
| Notice-and-access stratification criteria:                            | No                                             |

Sincerely,

Trust Central Services  
AST Trust Company (Canada)