REITMANS

(CANADA) LIMITED

NOTICE OF ANNUAL MEETING OF SHAREHOLDERS

NOTICE IS HEREBY GIVEN that the annual general meeting of the shareholders of Reitmans (Canada) Limited (the "Corporation") will be held at the distribution centre of the Corporation at 5555 Henri-Bourassa Blvd. West, St-Laurent, Québec, Wednesday, May 31, 2017 at 11:00 a.m. (Montreal time) for the following purposes:

1. To receive and consider the financial statements of the Corporation for the fiscal year ended January 28, 2017 and the auditors' report thereon;
2. To elect each of the directors for the ensuing year;
3. To appoint KPMG LLP as auditors of the Corporation and to authorize the directors to fix their remuneration; and
4. To transact such other business as may properly come before the meeting or any adjournment thereof.

By order of the Board of Directors

April 27, 2017 — *(signed)* Alain Murad

Montreal, Québec — Secretary

Shareholders who are unable to attend in person are requested to date, sign and return the enclosed form of proxy in the envelope provided for that purpose.