EQ INC.

NOTICE OF ANNUAL AND SPECIAL MEETING OF SHAREHOLDERS

NOTICE IS HEREBY GIVEN THAT the Annual and Special Meeting (the "Meeting") of shareholders of EQ Inc. (the "Corporation") will be held at 1235 Bay Street, Suite 401, Toronto, Ontario, M5R 3K4 and via live audio-cast, accessed by conference call at 416-764-8658 (Toronto local) or 1-888-886-7786 (toll free), participant code: 85455254, on Thursday, May 27, 2021 at 9:00 a.m. (Toronto time) for the following purposes:

1. to receive and consider the audited consolidated financial statements of the Corporation for the fiscal year ended December 31, 2020 and the auditor's report thereon;

2. to elect the directors of the Corporation;

3. to reappoint RSM Canada LLP, as the auditor of the Corporation for the ensuing year and to authorize the board of directors of the Corporation to fix the auditor's remuneration;

4. to consider and, if deemed advisable, pass, with or without variation, a resolution approving certain amendments to the Corporation's 15% fixed stock option plan ("**Stock Option Plan**") (15% includes the restriction share unit plan ("**RSU Plan**") and Stock Option Plan), as more fully described in the accompanying management information circular dated April 16, 2021 (the "**Circular**");

5. to consider and, if deemed advisable, pass, with or without variation, a resolution approving certain amendments to the Corporation's 15% fixed RSU Plan (15% includes the RSU Plan and Stock Option Plan), as more fully described in the Circular; and

6. to transact such further or other business as may properly come before the Meeting or at any adjournments thereof.

The specific details of the matters proposed to be put before the Meeting are set forth in the accompanying Circular of the Corporation.

The board of directors of the Corporation has determined that shareholders registered on the books of the Corporation at the close of business on April 16, 2021 are entitled to notice of the Meeting and to vote at the Meeting. Shareholders of the Corporation who plan to be present in person at the Meeting are requested to bring the enclosed form of proxy for identification. Shareholders of the Corporation who are unable to attend the Meeting in person are requested to date and sign the enclosed form of proxy and return it in the enclosed envelope. In order to be valid and acted upon at the Meeting, forms of proxy must be received by the Corporation, or by the Corporation's registrar and transfer agent, TSX Trust Company, 301-100 Adelaide Street West, Toronto, Ontario, M5H 4H1. You may also send your proxy by fax to 416-595-9593 or vote your shares online at www.voteproxyonline.com, not later than 9:00 a.m. (Toronto time) on Tuesday, May 25, 2021 or the second day prior to the Meeting or any adjournments thereof, excluding Saturdays, Sundays and holidays.

The Corporation is actively monitoring the ongoing COVID-19 situation and is sensitive to public health concerns and protocols put in place by federal, provincial and municipal governments. The Corporation will be severely restricting physical access to the Meeting and only registered shareholders and formally appointed proxyholders will be allowed to attend. In order to comply with government orders concerning maximum size of public gatherings and required physical distancing parameters, the Corporation may be unable to admit shareholders to the Meeting. The Corporation strongly encourages registered shareholders and proxyholders not to attend the Meeting in person, and shareholders are encouraged to vote using one of the methods described in the accompanying Management Information Circular. To further mitigate the risk of the spread of the virus, the Meeting will also be audio-cast live at 9 AM (Toronto time) on May 27, 2021 and can be accessed by conference call at 416-764-8658 (Toronto local) or 1-888-886-7786 (toll free),

participant code: 85455254. This call will be listen-only and shareholders will not be able to vote or speak at, or otherwise participate in the Meeting via the conference call. Given the restrictions in place, the Board and auditors do not plan to attend the Meeting in person.

DATED at Toronto, Ontario this 16th day of April 2021.

BY ORDER OF THE BOARD OF DIRECTORS

"Geoffrey Rotstein"

Geoffrey Rotstein
President and Chief Executive Officer