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 181 Bay Street, Suite 1800, Toronto, Ontario, M5J 2T9 on Thursday, May 23, 2024 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, 2023 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 a variation, an ordinary resolution approving the Corporation's stock option plan (the "**Option Plan**"), as more fully described in the accompanying management information circular dated April 17, 2024 (the "**Management Information Circular**"); and

5. 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 Management Information 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 17, 2024 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. Please refer to your form of proxy or voting instruction form you received with your package and follow the instructions therein. If you are a registered shareholder 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 21, 2024 or the second day prior to the Meeting or any adjournments thereof, excluding Saturdays, Sundays and holidays.

DATED at Toronto, Ontario this 17th day of April 2024.

BY ORDER OF THE BOARD OF DIRECTORS

"Geoffrey Rotstein"

Geoffrey Rotstein
President and Chief Executive Officer