



NOTICE IS HEREBY GIVEN that an Annual Meeting of the holders of Multiple Voting Shares and Subordinate Voting Shares (the "Meeting") of ADF GROUP INC. (the "Corporation") will be held:

Date: June 9, 2021
Time: 11:00 a.m. (*Eastern Standard Time*)
Place: ADF Group Inc. Headquarters
300 Henry-Bessemer
Terrebonne, Quebec, Canada J6Y 1T3

FOR THE PURPOSES OF:

1. Receiving the consolidated financial statements of the Corporation for the fiscal year ended January 31, 2021 and the Auditor's Report thereon;
2. Electing directors;
3. Appointing the Auditor of the Corporation and authorizing the Board of Directors to determine its compensation;
4. Transacting such other business as may properly be brought before the Meeting.

In light of the ongoing public health concerns related to the COVID-19 outbreak and in order to comply with the measures imposed by the federal and provincial governments, the Corporation is encouraging shareholders and others not to attend the meeting in person.

Shareholders are urged to vote on the matters before the meeting by proxy and to view the meeting online by way of a live webcast that will be available at https://produceredition.webcasts.com/starthere.jsp?ei=1445212&tp_key=02ca3c6676.

Shareholders will be able to submit questions to management of the Corporation through the webcast at the conclusion of the meeting.

The Corporation may take additional precautionary measures in relation to the meeting in response to further developments in the COVID-19 outbreak.

BY ORDER OF THE BOARD OF DIRECTORS,

The Co-Chairman of the Board of Directors and Chief Executive Officer

/ Signed /

Mr. Jean Paschini

Terrebonne, Quebec, Canada, April 12, 2021

IMPORTANT NOTICE | Shareholders of record of the Corporation at the close of business on April 12, 2021 are entitled to receive notice of the Meeting. Shareholders are invited to complete and sign the enclosed form of proxy and return it in the postage-paid envelope provided for that purpose. To be valid, proxies must be received at the Secretary's office of the Corporation, 300 Henry-Bessemer Street, Terrebonne, Quebec, Canada, J6Y 1T3, or care of Computershare Investor Services Inc., 1500 Robert-Bourassa Boulevard, Suite 700, Montreal, Quebec, Canada, H3A 3S8, no later than June 7, 2021 at 5:00 p.m.