



Notice of 2021 Annual Meeting of Shareholders and Availability of Proxy Materials



Date:
May 5, 2021



Time:
11:00 am (ET)



Location:
Virtual Only Meeting
via live audio webcast at:
web.lumiagm.com/473890822



Materials:
Maple Leaf Foods Inc. is using notice and access to deliver the materials for the Meeting to you via the internet. You can access the Circular and our audited 2020 financial statements on our website at:
www.mapleleaffoods.com

or on SEDAR at:
www.sedar.com

You can also request paper copies of the materials by mail at no cost by calling the applicable number below and entering the control number from your form of proxy or voting instruction form:

For shareholders with a 15 digit control number:
1-866-962-0498 (toll free in North America), or
1-514-982-8716 (direct outside North America)

For shareholders with a 16 digit control number:
1-877-907-7643 (toll free in North America) or
English: 303-562-9305 + French: 303-562-9306 (direct outside North America)

Requests for paper copies must be received no later than April 26, 2021 in order for you to receive the materials before the voting deadline.

If you have questions regarding "Notice and Access", please call 1-866-964-0492 (toll-free).



Voting in advance of the Meeting:

All shareholders of record as of March 23, 2021 can vote in advance of the Meeting by phone, on the internet or by mail by following the instructions on the voting instruction form or form of proxy accompanying this notice. To be valid proxies must be received by Computershare by no later than 5:00 pm (ET) on Monday May 3, 2021.

You are invited to the Annual General Meeting of Maple Leaf Foods Inc.

This year, given the importance of mitigating the health and safety risks associated with COVID-19 (coronavirus) for our communities, shareholders, employees and other stakeholders, we will be holding our annual general meeting (the Meeting) exclusively via electronic means. While shareholders will not be able to participate in person at the AGM, you will be able to participate online via live audio webcast regardless of your geographic location.

We are also utilizing "Notice and Access" to provide you with easy electronic access to our management information circular (Circular) and other meeting materials rather than mailing paper copies. The shift to electronic delivery of the Circular is part of our commitment to reduce our environmental footprint.

Purpose of the Meeting

At the Meeting, shareholders are being asked to:

1. Receive the 2020 audited consolidated financial statements of Maple Leaf Foods Inc. together with the report of the external auditors on those statements;
2. Elect directors to the board for the ensuing year;
3. Appoint KPMG LLP as external auditors for the ensuing year and authorize the directors to fix their remuneration;
4. Consider a say on executive pay advisory resolution;
5. Consider an amendment to the Maple Leaf Foods Inc. Amended and Restated Share Option Plan (formerly the Maple Leaf Foods Inc. 2016 Share Option Plan) to increase the number of shares reserved for issuance by 3,000,000 to 8,500,000; and
6. Transact any other business as may properly come before the Meeting.

See the "Business of the Meeting" section of the Circular for more information.

Participating and Voting at the Meeting

Registered shareholders as of March 23, 2021 and duly appointed proxyholders will be able to participate in the Meeting, submit questions and vote, all in real time, by connecting to the Meeting via the internet to web.lumiagm.com/473890822 using the latest version of Chrome, Safari, Edge or Firefox on your computer, tablet or smartphone.

Beneficial shareholders who have not duly appointed themselves as proxyholder will be able to attend the Meeting as guests, but guests will not be able to vote at the Meeting.

Any shareholder that wishes to appoint a person other than the management nominees identified on the form of proxy or voting instruction form (including a beneficial shareholder who wishes to appoint themselves to attend) must carefully follow the instructions in the Circular and on the form of proxy or voting instruction form. These instructions include the additional step of registering with our transfer agent, Computershare after submitting the form of proxy or voting instruction form but prior to the meeting. You must follow these instructions closely as the steps are different than for in-person meetings.

Your vote is important

We strongly encourage you to review the Circular and vote in advance of the meeting. In order to vote or join the Meeting, you will need your unique control number located on the accompanying form of proxy or voting instruction form. Further detailed instructions are included in the Circular.

Dated at Mississauga, Ontario this 18th day of March, 2021.

By order of the Board of Directors

(signed) "Suzanne Hathaway"

Senior Vice-President, General Counsel and Corporate Secretary