

Date: March 3, 2017

To: All Canadian Securities Regulatory Authorities

Subject: THE SECOND CUP LTD

Dear Sir/Madam:

We advise of the following with respect to the upcoming Meeting of Security Holders for the subject Issuer:

Meeting Type :	Annual General Meeting
Record Date for Notice of Meeting :	March 30, 2017
Record Date for Voting (if applicable) :	March 30, 2017
Beneficial Ownership Determination Date :	March 30, 2017
Meeting Date :	May 12, 2017
Meeting Location (if available) :	Toronto, ON
Issuer sending proxy related materials directly to NOBO:	No
Issuer paying for delivery to OBO:	Yes

Notice and Access (NAA) Requirements:

NAA for Beneficial Holders	Yes
Beneficial Holders Stratification Criteria:	Not Applicable
NAA for Registered Holders	Yes
Registered Holders Stratification Criteria:	Not Applicable

Voting Security Details:

Description	CUSIP Number	ISIN
COMMON SHARES	81313P106	CA81313P1062

Sincerely,

Computershare
Agent for THE SECOND CUP LTD