URBANIMMERSIVE INC.
306-3136, Moise-Vincent blvd., St-Hubert, J3Z 0G7

NOTICE OF ANNUAL MEETING OF SHAREHOLDERS OF URBANIMMERSIVE INC.

NOTICE IS HEREBY GIVEN that an annual meeting (the "**Meeting**") of the holders of common shares of Urbanimmersive Inc. (the "**Corporation**") will be held at 10:00 (a.m.) on March 30, 2021 at 306-3136, Moise-Vincent blvd., St-Hubert, J3Z 0G7. Due to the social distancing measures imposed to face the coronavirus pandemic (the 'Covid-19') and to protect the health and the well-being of our shareholders, employees and directors, it will not be possible to attend the annual meeting in person but rather to participate by video-conference using the following link: **https://urbanimmersive.zoom.us/j/92587132978** , and for the following purposes:

1. To receive the annual financial report of the Corporation for the financial year ended September 30, 2020, together with the independent auditors' report thereon;

2. To elect directors for the ensuing year;

3. To appoint auditors and to authorize the directors of the Corporation to fix their remuneration; and

4. To consider and approve a resolution ratifying and approving the Corporation's existing stock option plan, the text of which resolution is set forth in the Information Circular which accompanies this Notice of Meeting;

5. To consider, and if deemed advisable, adopt a special resolution, as more particularly set forth in the accompanying Management Information Circular prepared for the purpose of the Meeting, relating to the amendment of the articles of the Corporation to consolidate the issued and outstanding Common Shares; and

6. To transact such other business as may properly be brought before the Meeting.

Information relating to the matters to be dealt with at the Meeting is set forth in the Information Circular which accompanies this Notice of Meeting.

The record date for the determination of shareholders entitled to receive notice of and to vote at the Meeting is February 26, 2021. Shareholders of the Corporation whose names have been entered in the register of shareholders at the close of business on that date will be entitled to receive notice of and to vote at the Meeting.

A shareholder may attend the Meeting in person or may be represented by proxy. Shareholders who are unable to attend the Meeting or any adjournment thereof in person are requested to date, sign and return the accompanying form of proxy for use at the Meeting or any adjournment thereof. To be effective, the enclosed proxy for the Corporation must be mailed so as to reach or be deposited with AST Trust Company (Canada) ("AST") not later than 48 hours (excluding Saturdays, Sundays and statutory holidays) prior to the time set for the Meeting or any adjournment thereof.

The instrument appointing a proxy shall be in writing and shall be executed by the shareholder or the shareholder's attorney authorized in writing or, if the shareholder is a corporation, under its corporate seal by an officer or attorney thereof duly authorized.

The persons named in the enclosed form of proxy for the Corporation are directors and/or officers of the Corporation. Each shareholder has the right to appoint a proxy holder other than such persons, who need not be a shareholder, to attend and to act for such shareholder and on such shareholder's behalf at the Meeting. To exercise such right, the names of the nominees of management should be crossed out and the name of the shareholder's appointee should be legibly printed in the blank space provided.

DATED at St-Hubert, Québec, as of the 1st day of March 2021.

BY ORDER OF THE BOARD OF DIRECTORS OF URBANIMMERSIVE INC.

(signed) Ghislain Lemire
Ghislain Lemire,
President and Chief Executive Officer