TRUSTED BRAND 2016 INC.

NOTICE OF ANNUAL GENERAL AND SPECIAL MEETING OF SHAREHOLDERS

NOTICE IS HEREBY GIVEN THAT AN ANNUAL GENERAL AND SPECIAL MEETING (the "**Meeting**") of holders of common shares ("**Common Shares**") of Trusted Brand 2016 Inc. (the "**Corporation**") will be held at the offices of Fairway Divorce Solutions, Suite 125, 101 - 6th Street SW Calgary, Alberta T2P 5K7, on Friday, May 15, 2020 at 4:30 p.m. for the following purposes:

1. to receive and consider the audited financial statements of the Corporation for the financial year ended December 31, 2018 and December 31, 2019;

2. to fix the number of directors of the Corporation to be elected at the Meeting at four (4);

3. to elect the Board of Directors of the Corporation for the ensuing year;

4. to appoint the auditor of the Corporation for the ensuing year and to authorize the Board of Directors to fix the auditor's remuneration;

5. to consider and, if thought fit, to pass an ordinary resolution by the disinterested shareholders, the full text of which is set forth in the accompanying information circular, authorizing the Board to issue options under the Corporation's fixed stock option plan to insiders as a group in an amount equal to up to 20% of the issued and outstanding common shares of the Corporation;

6. to consider, and, if deemed advisable, to pass, with or without variation, a special resolution, the full text of which is set forth in the Information Circular, authorizing the change of name of the Corporation to "Yorkton Equity Group Inc." or such other name as the Board, in their sole discretion and subject to applicable regulatory approval, determines to be appropriate;

7. to consider, and, if deemed advisable, to pass, with or without variation, a disinterested resolution of the shareholders, the full text of which is set forth in the Information Circular, approving the re-pricing of all existing stock options (including options reserved for grant) of the Corporation to an exercise price $0.15 per share (or such other price as may be permitted by the TSX Venture Exchange);

8. to consider and, if deemed advisable, approve, with or without variation, an ordinary resolution of disinterested shareholders, the full text of which is set in the accompanying Management Information Circular prepared for the purpose of the Meeting, authorizing the Company to transfer to the NEX board of the TSX Venture Exchange ("**TSX-V**");

9. to consider and, if deemed advisable, approve, with our without variation, an ordinary resolution of disinterested shareholders, the full text of which is set forth in the accompanying Management Information Circular, authorizing the Company to cancel certain Seed Shares (as defined in TSX-V Policy 1.1) of the Company; and

10. to transact such other business as may be properly brought before the meeting or any adjournment thereof.

DATED this 15th day of April, 2020.

BY ORDER OF THE BOARD OF DIRECTORS

signed "Ted Geier"

Chief Executive Officer and Director

NOTE:

It is desirable that as many shares as possible be represented at the Meeting. If you do not expect to attend the Meeting and would like your shares represented, please complete the enclosed instrument of proxy and return it as soon as possible in the envelope provided for that purpose. A proxy will not be valid unless it is deposited with our transfer agent Computershare, (i) by mail using the enclosed return envelope or (ii) by hand delivery to Computershare, 8th Floor, 100 University Avenue, Toronto, Ontario, M5J 2Y1. Alternatively, you may vote by telephone at 1-866-732-VOTE (8683) (toll free within North America) or 1-312-588-4290 (outside North America), or by internet using the 15 digit control number located at the bottom of your proxy at www.investorvote.com. All instructions are listed in the enclosed form of proxy. Your proxy or voting instructions must be received in each case no later than 4:30pm (Mountain Standard Time) on May 13, 2020, or, if the Meeting is adjourned, 48 hours (excluding Saturdays and holidays) before the beginning of any adjournment of the Meeting. Late proxies may be accepted or rejected by the Chairman of the Meeting in his discretion, and the Chairman is under no obligation to accept or reject any particular late proxy.