NOTICE OF ANNUAL GENERAL AND SPECIAL MEETING OF SHAREHOLDERS

NOTICE IS HEREBY GIVEN that an annual general and special meeting (the "**Meeting**") of the holders (the "**Shareholders**") of subordinate voting shares and multiple voting shares (collectively, the "Shares") of Rivalry Corp. (the "**Corporation**") will be held at the offices of Mintz LLP, Royal Bank Plaza, South Tower, 200 Bay Street, Suite 2800, Toronto, Ontario, M5J 2J1 on Friday, October 3, 2025 at 1:00 p.m. (Toronto time) to:

(a) receive the audited consolidated financial statements of the Corporation for the year ended December 31, 2024, together with the auditors' report thereon;

(b) elect the directors of the Corporation for the ensuing year;

(c) appoint Davidson & Company LLP as the auditors of the Corporation for the ensuing year and to authorize the board of directors of the Corporation (the "**Board**") to fix their remuneration and terms of engagement;

(d) to consider and, if deemed appropriate, to pass, with or without variation, a special resolution approving one or more amendments to the articles of the Corporation for one or more future consolidations of the Corporation's issued and outstanding Shares on the basis of consolidation ratios to be selected by the board of directors of the Corporation within a range between two (2) pre-consolidation Shares for one (1) post-consolidation Share and 20 pre-consolidation Shares for one (1) post-consolidation Share, provided that the cumulative effect of the one or more consolidations shall not result in a consolidation ratio that exceeds 20 pre-consolidation Shares for one (1) post-consolidation Share; if, and at such time(s) following the date of the Meeting, as may be determined by the Board in its sole discretion, the full text of which is set forth under the heading “Matters to be Acted Upon – Approval of Share Consolidation" to the accompanying management information circular (the “**Information Circular**”);

(e) to consider and, if deemed appropriate, to pass, with or without variation, an ordinary resolution confirming the adoption of the second amended and restated by-laws of the Corporation, as authorized by the Board on September 4, 2025, the full text of which is set forth under the heading “Matters to be Acted Upon – Approval of New By-Laws" to the accompanying Information Circular;

(f) to consider and, if deemed appropriate, pass an ordinary resolution to confirm and approve the Corporation's "rolling 10% plan" in respect of stock options and a "fixed 10% plan" in respect of other awards, as required by the TSX Venture Exchange on an annual basis and as more particularly described in the accompanying Information Circular; and

(g) transact such further or other business as may properly come before the Meeting or any adjournment(s) or postponement(s) thereof.

The Information Circular provides additional information relating to each of the matters to be addressed at the Meeting. Shareholders are directed to read the Information Circular carefully and in full to evaluate the matters to be considered at the Meeting.

The record date for the determination of shareholders of the Corporation entitled to receive notice of and to vote at the Meeting or any adjournment(s) or postponement(s) thereof is August 8, 2025 (the "Record Date"). Shareholders of the Corporation whose names have been entered in the register of shareholders of the Corporation at the close of business on the Record Date will be entitled to receive notice of and to vote at the Meeting or any adjournment(s) or postponement(s) thereof.

If you are a Registered Shareholder and are unable to attend the Meeting or any adjournment(s) or postponement(s) thereof in person, please date, sign and return the accompanying form of proxy (the "**Proxy**") for use at the Meeting or any adjournment(s) or postponement(s) thereof in accordance with the instructions set forth in the Proxy and Information Circular. The Corporation recommends that Shareholders vote in advance of the Meeting.

If you are a Non-Registered Beneficial Shareholder, a voting information form (also known as a VIF), instead of a form of proxy, may be enclosed. You must follow the instructions provided by your intermediary in order to vote your Shares.

DATED at Toronto, Ontario this 4th day of September, 2025.

BY ORDER OF THE BOARD

(signed) "*Steven Salz*"

Steven Salz
Chief Executive Officer and Director