



TSX TRUST COMPANY

VIA ELECTRONIC TRANSMISSION

April 21, 2021

TO ALL APPLICABLE EXCHANGES AND COMMISSIONS:

RE: MAV BEAUTY BRANDS INC.
Confirmation of Notice of Record and Meeting Dates

We are pleased to confirm that Notice of Record and Meeting Dates was sent to The Canadian Depository for Securities.

We advise the following with respect to the upcoming Annual General and Special Meeting of Security Holders for the subject issuer:

1	ISIN:	CA57767U1066 CA57767U2056
	CUSIP:	57767U106 57767U205
2	Date Fixed for the Meeting:	June 23, 2021
3	Record Date for Notice:	May 6, 2021
4	Record Date for Voting:	May 6, 2021
5	Beneficial Ownership Determination Date:	May 6, 2021
6	Classes or Series of Securities that entitle the holder to receive Notice of the Meeting:	COMMON PROPORTIONATE VOTING SHARES
7	Classes or Series of Securities that entitle the holder to vote at the meeting:	COMMON PROPORTIONATE VOTING SHARES
8	Business to be conducted at the meeting:	Annual General and Special
9	Notice-and-Access:	
	Registered Shareholders:	YES
	Beneficial Holders:	YES
	Stratification Level:	Not Applicable
10	Reporting issuer is sending proxy-related materials directly to Non-Objecting Beneficial Owners:	YES
11	Issuer paying for delivery to Objecting Beneficial Owners:	NO

Yours truly,
TSX Trust Company

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