

*This document is important and requires your immediate attention. If you are in doubt as to how to deal with it, you should consult your investment dealer, stockbroker, bank manager, lawyer, accountant or other professional advisor.*

*This Offer has not been approved by any securities regulatory authority nor has any securities regulatory authority passed upon the fairness or merits of the Offer or upon the adequacy of the information contained in this document. Any representation to the contrary is an offence.*

*This document does not constitute an offer or a solicitation to any person in any jurisdiction in which such offer or solicitation is unlawful. The Offer is not being made to, and deposits will not be accepted from or on behalf of, Shareholders in any jurisdiction in which the making or acceptance thereof would not be in compliance with the laws of that jurisdiction. However, Docebo Inc. may, in its sole discretion, take such action as it may deem necessary to make the Offer in any such jurisdiction and to extend the Offer to Shareholders in such jurisdiction.*

*For Shareholders in the United States: The Offer is made by a Canadian issuer for its own securities, and while the Offer is subject to disclosure requirements of Canada, investors should be aware that these requirements are different from those of the United States. Financial statements of the Company have been prepared in accordance with international financial reporting standards and thus may not be comparable to financial statements of U.S. companies. The enforcement by investors of civil liabilities under the U.S. federal securities laws may be affected adversely by the fact that the Company is located in Canada, and that some of its officers and directors are non-residents of the United States.*

July 20, 2026



## **OFFER TO PURCHASE FOR CASH**

### **UP TO US\$70,000,000 IN VALUE OF ITS COMMON SHARES AT A PURCHASE PRICE OF US\$20.40 PER COMMON SHARE**

Docebo Inc. ("**Docebo**" or the "**Company**") hereby offers to purchase from shareholders ("**Shareholders**") up to 3,431,372 common shares of the Company (the "**Common Shares**") at a price of US\$20.40 per Common Share (the "**Purchase Price**"), for an aggregate purchase price not exceeding US\$70,000,000, upon the terms and conditions set forth in this Offer to Purchase, the accompanying Issuer Bid Circular (the "**Circular**"), the related Letter of Transmittal and the Notice of Guaranteed Delivery (which together constitute the "**Offer**").

**The Offer will commence on July 21, 2026 and expire at 5:00 p.m. (Eastern time) on August 26, 2026 or at such later time and date to which the Offer may be extended by Docebo (the "Expiration Date").** The Offer is not conditional upon a minimum number of Common Shares being tendered. The Offer is, however, subject to certain other conditions. Docebo reserves the right to withdraw the Offer and not take up and pay for any Common Shares deposited under the Offer unless certain conditions are satisfied. See Section 7 of the Offer to Purchase – "Certain Conditions of the Offer".

Each Shareholder who has properly tendered Common Shares and who has not properly withdrawn such Common Shares will promptly receive payment of the Purchase Price, payable in cash (subject to applicable withholding taxes, if any) without interest, for all Common Shares purchased upon the terms and subject to the conditions of the Offer, including the provisions relating to proration and the preferential acceptance of fewer than 100 Common Shares (an "**Odd Lot**"), each as described herein.

The Company will first accept for purchase Common Shares properly tendered by any Shareholder who beneficially holds, as of the close of business on the Expiration Date, an Odd Lot and who tenders all such Common Shares and who checks Box A captioned "Odd Lots" in the accompanying Letter of Transmittal, and if applicable, the Notice of Guaranteed Delivery.

If more than 3,431,372 Common Shares are properly tendered for purchase, the tendered Common Shares will be purchased on a pro rata basis according to the number of Common Shares properly tendered, or deemed to be tendered, by Common Shareholders pursuant to the Offer, except that tenders by holders of Odd Lots will not be subject to proration (with adjustments to avoid the purchase of fractional Common Shares). See Section 3 of the Offer to Purchase, “Number of Common Shares, Proration”.

All tenders will be subject to adjustment to avoid the purchase of fractional Common Shares (rounding down to the nearest whole number of Common Shares). All payments to Shareholders will be subject to deduction of applicable withholding taxes. See Section 13 of the Circular, “Income Tax Considerations”.

All Deposited Common Shares not purchased, including all Common Shares not purchased due to proration and Common Shares not accepted for purchase, will be returned promptly after the Expiration Date or termination of the Offer without expense to the depositing Shareholder.

The Company has concluded it can rely on the “liquid market exemption” specified in Multilateral Instrument 61-101 – *Protection of Minority Security Holders in Special Transactions* and has determined that: (i) a liquid market (calculated in accordance with Multilateral Instrument 61-101 – *Protection of Minority Security Holders in Special Transactions*) existed for the Common Shares at the time the Offer was announced and as at the date hereof; and (ii) it is reasonable to conclude that, following the completion of the Offer in accordance with its terms, there will be a market for Shareholders who do not tender to the Offer that is not materially less liquid than the market that existed at the time of the making of the Offer. The Company has also obtained, on a voluntary basis, an opinion from Canaccord Genuity Corp., the dealer manager of the Offer (“**Canaccord**” or the “**Dealer Manager**”), as of July 20, 2026 which, subject to the qualifications, assumptions and limitations set out therein, confirms the determination of the Company with respect to market liquidity. The liquidity opinion of Canaccord is reproduced at Schedule A hereto.

As of July 20, 2026, 24,899,022 Common Shares were issued and outstanding. The Common Shares are listed on the Toronto Stock Exchange (“**TSX**”) and Nasdaq Global Select Market (“**Nasdaq**”) under the symbol “DCBO”. Accordingly, the Offer is for up to 3,431,372 Common Shares or approximately 13.78% of the total number of issued and outstanding Common Shares at a Purchase Price of US\$20.40 per Common Share. On July 16, 2026 (the last trading day before the Offer was publicly announced), the closing price of the Common Shares on the Nasdaq and TSX was US\$18.54 and C\$25.96 per Common Share, respectively. During the 12 months leading up to and including July 16, 2026, the closing prices of the Common Shares on the Nasdaq and TSX have ranged from a low of US\$14.39 to a high of US\$33.42 and low of C\$19.87 to a high of C\$45.62, respectively.

The Company is making the Offer as it believes that the recent trading price of its Common Shares is not fully reflective of the value of its business and future prospects. In such circumstances, the Company and its Board of Directors believe that the Offer is in the best interests of the Company and represents a desirable use of a portion of its existing liquidity. The Company intends to fund the Offer through a combination of approximately US\$10,000,000 of cash on hand and an approximate US\$60,000,000 draw down on its credit facility.

The Company remains focused on making investments to promote long-term growth and profitability, while creating immediate value for Shareholders through the Offer. Following the Offer, the Company expects to continue having access to liquidity, which will allow the Company to continue investing in areas of growth, including through strategic investments such as acquisitions.

The Purchase Price will be denominated in U.S. dollars and the Company’s obligation to make payment of amounts owing to a depositing Shareholder whose shares are taken up will be made in U.S. dollars. However, Shareholders may elect to receive payment of the Purchase Price in Canadian dollars. In such cases, the risk of any fluctuation in exchange rates, including risks relating to the particular date and time

at which funds are converted, will be borne solely by the Shareholder wishing to receive payment in Canadian dollars.

Intercap Inc. (“**Intercap**”), who beneficially owns 15,913,351 Common Shares, representing approximately 63.9% of the Company’s issued and outstanding Common Shares, has informed the Company that it currently intends to participate in the Offer, with the goal of maintaining at least its approximate current ownership interest in the Company. However, Intercap’s decision to participate in the Offer is subject to market conditions and other factors and Intercap reserves the right to change its intentions at any time. Intercap’s percentage ownership interest in the Company may increase as a result of the Offer.

To the knowledge of the Company and its directors and officers, after reasonable inquiry, no persons named under “Interest of Directors and Officers and Transactions and Arrangements Concerning Securities – Ownership of the Securities of the Company” have indicated an intention to deposit Common Shares pursuant to the Offer. However, in the event that the circumstances or decisions of any such persons change, they may decide to tender Common Shares to the Offer or sell their Common Shares through the facilities of the TSX or otherwise during the period prior to the Expiration Date without notice. In addition, certain officers may sell Common Shares on the TSX and Nasdaq while the Offer is outstanding.

Under the Company’s normal course issuer bid established through the facilities of the TSX (the “**NCIB**”), which commenced on May 20, 2026 and expires no later than May 19, 2027, the Company has purchased and cancelled 535,784 Common Shares as of July 20, 2026. We have temporarily suspended purchases of Common Shares pursuant to the NCIB in accordance with applicable Canadian securities legislation which prohibits the Company and its affiliates from acquiring any Common Shares, other than pursuant to the Offer, until at least 20 business days after the Expiration Date or date of termination of the Offer.

**None of Docebo, its Board of Directors, Canaccord or the Depositary makes any recommendation to any Shareholder as to whether to deposit or refrain from depositing Common Shares under the Offer. See Section 3 of the Circular, “Purpose and Effect of the Offer”. Shareholders must make their own decisions as to whether to deposit Common Shares under the Offer. Shareholders should carefully consider the income tax consequences of depositing Common Shares pursuant to the Offer. For some Shareholders, the income tax treatment of selling Common Shares to the Company under the Offer may be materially different from the income tax treatment of selling Common Shares in the market. See Section 13 of the Circular – “Income Tax Considerations”.**

Shareholders wishing to deposit all or any portion of their Common Shares pursuant to the Offer must comply in all respects with the delivery procedures described herein. See Section 5 of the Offer to Purchase, “Procedure for Depositing Common Shares”.

**The Offer expires at 5:00 p.m. (Eastern time) on August 26, 2026, unless extended, varied or withdrawn.**

*The Dealer Manager for the Offer is:*

**Canaccord Genuity Corp.**

**By Registered Mail, Mail, Hand or Courier**

40 Temperance Street, Suite 2100

Toronto, ON M5H 0B4

Email: [ecm@cgf.com](mailto:ecm@cgf.com)

*The Depositary for the Offer is:*

**TSX Trust Company**  
**By Registered Mail, Mail, Hand or Courier**

301 – 100 Adelaide St W  
Toronto, ON M5H 4H1  
Attention: Corporate Actions  
North American Toll Free: 1-866-600-5869  
Local: 416-342-1091  
E-mail: tsxt-corporateactions@tmx.com

**WHERE YOU CAN FIND MORE INFORMATION**

You may access our disclosure documents and any reports, statements or other information that we file with the securities regulatory authorities in each of the provinces of Canada through the Internet on the Canadian System for Electronic Document Analysis and Retrieval (“**SEDAR+**”) at [www.sedarplus.ca](http://www.sedarplus.ca) or the SEC’s Electronic Document Gathering and Retrieval System (“**EDGAR**”) at [www.sec.gov](http://www.sec.gov). Docebo is a “foreign private issuer” as such term is defined in Rule 405 under the United States Securities Act of 1933, as amended (the “**U.S. Securities Act**”), and is permitted, under a multijurisdictional disclosure system adopted by the United States and Canada, to prepare its disclosure documents filed under the United States Securities Exchange Act of 1934, as amended (the “**Exchange Act**”) in accordance with Canadian disclosure requirements. Under the Exchange Act, we are still subject to certain reporting obligations and, in accordance with the Exchange Act, we file with and furnish to the SEC reports and other information. We have filed with the SEC a Tender Offer Statement on Schedule 13E-4F with respect to the Offer pursuant to Section 13(e)(1) of the Exchange Act and Rule 13e-4(g) promulgated thereunder. Docebo has not sought, and does not currently expect to seek, an exemption from the Canadian Securities Administrators in connection with the Offer.

**FORWARD-LOOKING STATEMENTS**

All information other than statements of current and historical fact contained in this Offer and Circular is forward-looking information. In certain cases, forward-looking information can be identified by the use of words such as “plans”, “targets”, “expects”, “budget”, “scheduled”, “estimates”, “outlook”, “forecasts”, “intends”, “anticipates”, “projects”, “believes”, “pro forma” or variations of such words and phrases or state that certain actions, events or results “may”, “could”, “would”, “might” or “will”, “occur” or “be achieved” and similar words or the negative thereof. In addition, any statements that refer to expectations, intentions, projections or other characterizations of future events or circumstances contain forward-looking information. Statements containing forward-looking information are not historical facts but instead represent management’s expectations, estimates and projections regarding future events or circumstances.

Forward-looking information in this Offer and Circular includes, but is not limited to, statements regarding the size, timing, tax consequences, terms and conditions of the Offer, participation in the Offer by members of management, the Company’s directors and any shareholders of the Company, including Intercap; sales outside the Offer by officers and directors of the Company; future cash levels, and investments to promote long-term growth and profitability of the business, including acquisitions and other strategic investments; future financial position and business strategy; purchases under the NCIB; the learning management industry; our growth rates and growth strategies; addressable markets for our solutions; the achievement of advances in and expansion of our platform; expectations regarding our revenue and the revenue generation potential of our platform; our business plans and strategies; and our competitive position in our industry. This forward-looking information is based on our opinions, estimates and assumptions in light of our

experience and perception of historical trends, current conditions and expected future developments, as well as other factors that we currently believe are appropriate and reasonable in the circumstances. Despite a careful process to prepare and review the forward-looking information, there can be no assurance that the underlying opinions, estimates and assumptions will prove to be correct. Certain assumptions include: our ability to build our market share and enter new markets and industry verticals; our ability to retain key personnel; our ability to maintain and expand geographic scope; our ability to execute on our expansion plans; our ability to continue investing in infrastructure to support our growth; our ability to obtain and maintain existing financing on acceptable terms; our ability to execute on profitability initiatives; our ability to successfully integrate the companies we have acquired and to derive the benefits we expect from the acquisition thereof; currency exchange and interest rates; the impact of inflation and global macroeconomic conditions; the impact of competition; our ability to respond to the changes and trends in our industry or the global economy; and the changes in laws, rules, regulations, and global standards are material factors made in preparing forward-looking information and management's expectations.

Forward-looking information is necessarily based on a number of opinions, estimates and assumptions that, while considered by the Company to be appropriate and reasonable as of the date of this Offer and Circular, are subject to known and unknown risks, uncertainties, and other factors that may cause the actual results, level of activity, performance or achievements to be materially different from those expressed or implied by such forward-looking information, including but not limited to:

- the Company's ability to execute its growth strategies;
- the impact of changing conditions in the global corporate e-learning market;
- increasing competition in the global corporate e-learning market in which the Company operates;
- fluctuations in currency exchange rates and volatility in financial markets;
- changes in the attitudes, financial condition and demand of our target market;
- the Company's ability to operate its business and effectively manage its growth under evolving macroeconomic conditions, such as high inflation and recessionary environments;
- developments and changes in applicable laws and regulations;
- fluctuations in the length and complexity of the sales cycle for our platform, especially for sales to larger enterprises;
- issues in the use of AI in our platform may result in reputational harm or liability; and
- such other factors discussed in greater detail under the heading "Summary of Factors Affecting our Performance" in the Company's most recently filed management's discussion and analysis and under the heading under "Risk Factors" in the Company's most recently filed annual information form (which are available on SEDAR+ at [www.sedarplus.ca](http://www.sedarplus.ca) and EDGAR at [www.sec.gov](http://www.sec.gov)).

If any of these risks or uncertainties materialize, or if the opinions, estimates or assumptions underlying the forward-looking information prove incorrect, actual results or future events might vary materially from those anticipated in the forward-looking information. The opinions, estimates or assumptions referred to above should be considered carefully by readers of this Offer and Circular.

In addition, statements that “we believe” and similar statements reflect our beliefs and opinions on the relevant subject. Forward-looking information is provided for the purpose of presenting information about management’s current expectations and plans relating to the future and allowing investors and others to get a better understanding of our anticipated financial position, results of operations and operating environment. Readers are cautioned that such information may not be appropriate for other purposes.

Although we have attempted to identify important risk factors that could cause actual results to differ materially from those contained in forward-looking information, there may be other risk factors not presently known to us or that we presently believe are not material that could also cause actual results or future events to differ materially from those expressed in such forward-looking information. There can be no assurance that such information will prove to be accurate, as actual results and future events could differ materially from those anticipated in such information. Accordingly, readers should not place undue reliance on forward-looking information, which speaks only as of the date made. The forward-looking information contained in this Offer and Circular represents our expectations as of the date of this Circular and are subject to change after such date. However, we disclaim any intention or obligation or undertaking to update or revise any forward-looking information whether as a result of new information, future events or otherwise, except as required under applicable securities laws.

All of the forward-looking information contained in this Offer and Circular is expressly qualified by the foregoing cautionary statements.

### **INFORMATION FOR UNITED STATES SHAREHOLDERS ONLY**

The Offer is made by Docebo, a Canadian issuer, for its own securities, and while the Offer is subject to the disclosure requirements of the province of Ontario and the other provinces and territories of Canada, Shareholders in the United States should be aware that these disclosure requirements are different from those of the United States. Financial statements of Docebo have been prepared in accordance with International Financial Reporting Standards (“IFRS”) and are subject to Canadian auditing and auditor independence standards and, therefore, they may not be comparable to financial statements of U.S. companies prepared in accordance with United States generally accepted accounting principles.

The enforcement by Shareholders of civil liabilities under U.S. federal securities laws may be adversely affected by the fact that the Company is organized under the laws of the province of Ontario, that certain of its directors and officers are residents of Canada, that some or all of the experts named in the Circular are non-residents of the U.S. and that all or a substantial portion of the assets of the Company and said persons are located outside the U.S. It may be difficult to effect service of process on the Company, its officers and directors and the experts named in the Circular. Additionally, it might be difficult for Shareholders to enforce judgments of U.S. courts based on civil liability provisions of the U.S. federal securities laws or the securities or “blue sky” laws of any state within the U.S. in a Canadian court against the Company or any of its non-U.S. resident directors, officers or the experts named in the Circular or to bring an original action in a Canadian court to enforce liabilities based on the federal or state securities laws against such persons.

Shareholders should be aware that the acceptance of the Offer will have certain tax consequences under U.S. and Canadian law. See Section 13 of the Circular – “Income Tax Considerations”. Shareholders should consult their tax advisors with respect to their particular circumstances and tax considerations applicable to them.

## **NOTICE TO HOLDERS OF OPTIONS AND CONVERTIBLE OR EXCHANGEABLE SECURITIES**

The Offer is made only for Common Shares and is not made for any options to purchase Common Shares or any other securities of Docebo that are convertible into or exchangeable or exercisable for Common Shares. Any holder of such options or other securities convertible into or exchangeable or exercisable for Common Shares who wishes to accept the Offer must, to the extent permitted by the terms of the security and applicable laws, exercise the option or other securities convertible into or exchangeable or exercisable for Common Shares in order to obtain Common Shares and deposit those Common Shares in accordance with the terms of the Offer. Any such conversion, exchange or exercise must be completed sufficiently in advance of the Expiry Time to ensure that the holder of such options or other securities will have the Common Shares issued or deliverable and, if applicable, will have received the certificate(s) or DRS position(s) representing the Common Shares, on such exercise, available for deposit at or prior to the Expiry Time, or in sufficient time to comply with the procedures referred to below in Section 5 of the Offer to Purchase, “Procedure for Depositing Common Shares”. Any such conversion, exercise or exchange will be irrevocable, including where the Common Shares tendered are subject to proration or otherwise are not taken up.

## **CURRENCY**

All references to “C\$” in the Offer to Purchase and the Circular are in Canadian dollars and all references to “US\$” are to U.S. dollars, except where otherwise indicated.

On July 19, 2026, the Bank of Canada daily average exchange rate (being the most recently published rate prior to that date) was C\$1.00 = US\$0.7136.

## **INTERPRETATION**

Unless the context otherwise requires, all references in the Offer and Circular to “we”, “us”, “Docebo” or the “Company” refer solely to Docebo Inc. All information in this Offer and Circular is given as of July 20, 2026 unless otherwise indicated.

## TABLE OF CONTENTS

|                                                                                                                |     |
|----------------------------------------------------------------------------------------------------------------|-----|
| WHERE YOU CAN FIND MORE INFORMATION .....                                                                      | IV  |
| FORWARD-LOOKING STATEMENTS.....                                                                                | IV  |
| INFORMATION FOR UNITED STATES SHAREHOLDERS ONLY .....                                                          | VI  |
| NOTICE TO HOLDERS OF OPTIONS AND CONVERTIBLE OR EXCHANGEABLE SECURITIES .....                                  | VII |
| CURRENCY.....                                                                                                  | VII |
| INTERPRETATION .....                                                                                           | VII |
| GLOSSARY .....                                                                                                 | 1   |
| SUMMARY .....                                                                                                  | 4   |
| OFFER TO PURCHASE .....                                                                                        | 11  |
| 1. The Offer.....                                                                                              | 11  |
| 2. Purchase Price .....                                                                                        | 11  |
| 3. Number of Common Shares, Proration.....                                                                     | 12  |
| 4. Announcement of Purchase Price, Number of Common Shares Validly Tendered and Aggregate Purchase Price ..... | 13  |
| 5. Procedure for Depositing Common Shares.....                                                                 | 13  |
| 6. Withdrawal Rights .....                                                                                     | 17  |
| 7. Certain Conditions of the Offer .....                                                                       | 18  |
| 8. Extension and Variation of the Offer.....                                                                   | 21  |
| 9. Taking Up and Payment for Deposited Common Shares .....                                                     | 22  |
| 10. Payment in the Event of Mail Service Interruption .....                                                    | 23  |
| 11. Liens and Dividends .....                                                                                  | 23  |
| 12. Notice.....                                                                                                | 24  |
| 13. Acquisitions and Dispositions of Common Shares by the Company .....                                        | 24  |
| 14. Other Terms .....                                                                                          | 24  |
| CIRCULAR.....                                                                                                  | 26  |
| 1. Docebo .....                                                                                                | 26  |
| 2. Authorized Capital.....                                                                                     | 26  |
| 3. Purpose and Effect of the Offer .....                                                                       | 27  |
| 4. Financial Statements .....                                                                                  | 30  |
| 5. Trading Price and Volume .....                                                                              | 30  |
| 6. Dividends and Dividend Policy .....                                                                         | 31  |
| 7. Previous Distributions and Purchases of Securities.....                                                     | 32  |
| 8. Interest of Directors and Officers and Transactions and Arrangements Concerning Securities .....            | 33  |
| 9. Commitments to Acquire Common Shares .....                                                                  | 34  |
| 10. Benefits from the Offer and Effect on Interested Parties.....                                              | 35  |
| 11. Material Changes in the Affairs of the Company .....                                                       | 35  |
| 12. Intention to Deposit Common Shares .....                                                                   | 35  |
| 13. Income Tax Considerations .....                                                                            | 35  |
| 14. Legal Matters and Regulatory Approvals .....                                                               | 46  |
| 15. Source of Funds .....                                                                                      | 46  |
| 16. Dealer Manager.....                                                                                        | 46  |
| 17. Depositary .....                                                                                           | 47  |
| 18. Fees and Expenses .....                                                                                    | 47  |
| 19. Statutory Rights .....                                                                                     | 47  |
| 20. Valuation and <i>Bona Fide</i> Prior Offers .....                                                          | 47  |

|                                                    |           |
|----------------------------------------------------|-----------|
| <b>APPROVAL AND CERTIFICATE.....</b>               | <b>49</b> |
| <b>CONSENT OF GOODMAN'S LLP.....</b>               | <b>50</b> |
| <b>SCHEDULE A CANACCORD LIQUIDITY OPINION.....</b> | <b>51</b> |

## GLOSSARY

In this document, unless the subject matter or context is inconsistent therewith, the following terms have the following meanings:

**“Agent’s Message”** means a message, transmitted by DTC, to and received by the Depository and forming a part of a DTC book entry confirmation.

**“Board of Directors”** means the board of directors of the Company.

**“Book Entry Confirmation”** means a confirmation of a book entry transfer of Common Shares into the Depository’s account established at CDS in accordance with the terms of the Offer.

**“business day”** means any day other than a Saturday, a Sunday or federal or statutory holiday in Toronto, Ontario.

**“Canaccord”** has the meaning given to it on the cover page of this Offer and Circular.

**“CDS”** means CDS Clearing and Depository Services Inc.

**“CDS Participant”** means a participant in CDSX.

**“CDSX”** means the book entry system administered by CDS.

**“Circular”** has the meaning given to it on the cover page of this Offer and Circular.

**“Code”** means the U.S. Internal Revenue Code of 1986, as amended.

**“Common Shares”** has the meaning given to it on the cover page of this Offer and Circular.

**“Company”** has the meaning given to it on the cover page of this Offer and Circular.

**“Dealer Manager”** has the meaning given to it on the cover page of this Offer and Circular.

**“Depository”** means TSX Trust Company.

**“Deposited Common Shares”** means Common Shares validly deposited pursuant to the Offer and not properly withdrawn.

**“Docebo”** has the meaning given to it on the cover page of this Offer and Circular.

**“DRS”** means the Direct Registration System maintained by the Company’s transfer agent.

**“DTC”** means the Depository Trust Company.

**“EDGAR”** has the meaning given to it under “Where You Can Find More Information” in this Offer and Circular.

**“Eligible Institution”** has the meaning given to it in Section 5 of the Offer.

**“Equivalent Securities”** has the meaning given to it under “Procedure for Depositing Common Shares” of the Offer.

“**Exchange Act**” has the meaning given to it under “Where You Can Find More Information” in this Offer and Circular.

“**Expiration Date**” has the meaning given to it on the cover page of this Offer and Circular.

“**Expiry Time**” means 5:00 p.m. (Eastern time) on the Expiration Date or such later time on the Expiration Date to which the Offer may be extended by the Company.

“**IFRS**” has the meaning given to it under “Information for United States Shareholders Only” on the cover page of this Offer and Circular.

“**InterCap**” has the meaning given to it on the cover page of this Offer and Circular.

“**IRS**” means the United States Internal Revenue Service.

“**Letter of Transmittal**” means the letter of transmittal in the form forwarded with the Circular.

“**MI 61-101**” means Multilateral Instrument 61-101 – *Protection of Minority Security Holders in Special Transactions*, as amended.

“**Nasdaq**” has the meaning given to it on the cover page of this Offer and Circular.

“**NCIB**” has the meaning given to it on the cover page of this Offer and Circular.

“**Non-Resident Shareholder**” has the meaning given to it in Section 13 of the Circular.

“**Non-U.S. Holder**” has the meaning given to it in Section 13 of the Circular.

“**Notice of Guaranteed Delivery**” means the notice of guaranteed delivery in the form forwarded with the Circular.

“**Odd Lot**” has the meaning given to it on the cover page of this Offer and Circular.

“**Odd Lot Holders**” means Shareholders who beneficially own fewer than 100 Common Shares.

“**Offer**” has the meaning given to it on the cover page of this Offer and Circular.

“**Offer to Purchase**” means the attached offer to purchase.

“**person**” means and includes any individual, sole proprietorship, partnership, joint venture, unincorporated association, unincorporated syndicate, unincorporated organization, trust, body corporate, a trustee, executor, administrator or other legal representative and any governmental authority or any agency or instrumentality thereof.

“**PFIC**” means a “passive foreign investment company” within the meaning of Section 1297(a) of the Code.

“**Purchase Price**” means US\$20.40 per Common Share.

“**Resident Shareholder**” has the meaning given to it in Section 13 of the Circular.

“**SEC**” means the U.S. Securities and Exchange Commission.

“**Section 302 Tests**” has the meaning given to it in Section 13 of the Circular.

“**SEDAR+**” has the meaning given to it under “Where You Can Find More Information” in this Offer and Circular.

“**Shareholders**” has the meaning given to it on the cover page of this Offer and Circular.

“**specified amount**” has the meaning given to it in Section 14 of the Offer.

“**Summary**” has the meaning given to it under “Summary” in this Offer and Circular.

“**taxable capital gain**” has the meaning given to it in Section 13 of the Circular.

“**Tax Act**” means the *Income Tax Act* (Canada), as amended, and the regulations promulgated thereunder.

“**Tax Proposals**” has the meaning given to it in Section 13 of the Circular.

“**TSX**” has the meaning given to it on the cover page of this Offer and Circular.

“**U.S. Holder**” has the meaning given to it in Section 13 of the Circular.

“**U.S. Securities Act**” has the meaning given to it under “Where You Can Find More Information” in this Offer and Circular.

“**U.S. Treaty**” has the meaning given to it in Section 13 of the Circular.

## SUMMARY

*This general summary (“**Summary**”) is solely for the convenience of Shareholders and is qualified in its entirety by reference to the full text and more specific details in the Offer. This Summary highlights material information relating to this Offer, but it is not meant to be a substitute for the information contained in the Offer to Purchase, the Circular, the Letter of Transmittal and the Notice of Guaranteed Delivery. Therefore, the Company urges Shareholders to carefully read the Offer to Purchase, the Circular, the Letter of Transmittal and the Notice of Guaranteed Delivery in their entirety prior to making any decision regarding whether or not to deposit Common Shares held or the price or prices at which a Shareholder may choose to deposit Common Shares to the Offer. The Company has included cross-references in this Summary to other sections of the Offer to Purchase, the Circular and the Letter of Transmittal where a Shareholder will find a more complete discussion of the topics mentioned in this Summary. Unless otherwise defined in this Offer to Purchase, capitalized terms have the meaning assigned to them under the heading “Glossary” above.*

*Shareholders who are in doubt as to how to deal with this Offer should consult their investment dealer, stockbroker, bank manager, lawyer, accountant or other professional advisor.*

### **WHO IS OFFERING TO PURCHASE MY COMMON SHARES?**

Docebo is offering to purchase for cancellation up to 3,431,372 Common Shares validly tendered and not properly withdrawn pursuant to the Offer having an aggregate purchase price not exceeding US\$70,000,000.

### **WHY IS DOCEBO MAKING THE OFFER?**

Docebo is making the Offer because it believes that the recent trading price of its Common Shares is not fully reflective of the value of its business and future prospects. In such circumstances, the Company and its Board of Directors, based on a number of factors, believe that the Offer is in the best interests of the Company and represents a desirable use of a portion of its existing liquidity. The Company remains focused on making investments to promote long-term growth and profitability, while creating immediate value for Shareholders through the Offer. Following the Offer, the Company expects to continue having access to liquidity, which will allow the Company to continue investing in areas of growth, including through strategic investments such as acquisitions. See Section 3 of the Circular, “Purpose and Effect of the Offer”.

### **WHAT WILL THE PURCHASE PRICE FOR THE COMMON SHARES BE AND WHAT WILL BE THE FORM OF PAYMENT?**

Docebo is offering to purchase the Common Shares under the Offer at a Purchase Price of US\$20.40 per Common Share. If your Common Shares are purchased under the Offer, you will be paid the Purchase Price in cash (subject to applicable withholding taxes, if any), without interest, promptly following the expiration of the Offer, for each such Common Share, subject to the terms and conditions of the Offer, including the provisions relating to proration and preferential treatment of Odd Lots. Under no circumstances will the Company or the Depositary pay interest on the Purchase Price, even if there is a delay in making payment. See Section 2 of the Offer to Purchase, “Purchase Price”.

The Purchase Price will be denominated in United States dollars and payments of amounts owing to Shareholders whose Common Shares are taken up will be made in United States dollars. However, Shareholders may elect to receive the Purchase Price in Canadian dollars as described in the Offer. In such case, the risk of any fluctuation in exchange rates, including risks relating to the particular date and time at which funds are converted, will be borne solely by the Shareholder.

## **HOW MANY COMMON SHARES WILL DOCEBO PURCHASE?**

Docebo will purchase up to 3,431,372 Common Shares validly deposited under the Offer and not properly withdrawn, which represents approximately 13.78% of the Company's issued and outstanding Common Shares on a non-diluted basis as of July 20, 2026. The Offer is not conditional upon any minimum number of Common Shares being tendered.

## **WHAT HAPPENS IF THE NUMBER OF COMMON SHARES DEPOSITED TO THE OFFER WOULD RESULT IN AN AGGREGATE PURCHASE PRICE OF MORE THAN US\$70,000,000?**

If the Offer would result in an aggregate purchase price of more than US\$70,000,000, we will purchase a pro-rated portion of the Common Shares so tendered pursuant to the Offer at the Purchase Price (after giving preferential treatment to Odd Lot Holders).

See Section 3 of the Offer to Purchase, "Number of Common Shares, Proration", for additional details, including the formula that we will use to determine proration. If no tenders are made pursuant to the Offer, we will not purchase any Common Shares pursuant to the Offer.

## **CAN A SHAREHOLDER TENDER ONLY A PORTION OF THE COMMON SHARES IT HOLDS?**

Yes. A Shareholder does not have to tender all of the Common Shares it owns to participate in the Offer, unless the Shareholder is an Odd Lot Holder in which case the Shareholder must tender all of its Common Shares. Partial tenders will not be accepted from Odd Lot Holders. The Shareholder may not tender more Common Shares than it owns in the Offer. See Section 5 of the Offer to Purchase, "Procedure for Depositing Common Shares".

## **HOW DOES A SHAREHOLDER DEPOSIT COMMON SHARES?**

In order to deposit Common Shares pursuant to the Offer, a Shareholder must either:

- deliver a properly completed and duly executed Letter of Transmittal (or a manually executed photocopy thereof) with any required signatures guaranteed by an Eligible Institution, and any other documents required by the Letter of Transmittal, to the Depositary at its address set forth on the Letter of Transmittal, prior to 5:00 p.m. (Eastern time) on August 26, 2026 (or such later date and time if the Expiry Time of the Offer is extended). A Shareholder who holds share certificates must deliver the certificates for all Common Shares validly deposited pursuant to the Offer in proper form for transfer, together with its Letter of Transmittal. A Shareholder whose Common Shares are held through DRS must deliver its Letter of Transmittal and DRS positions via email;
- tender by following the procedures for book-entry transfer, provided that a Book Entry Confirmation through the CDSX system (in the case of Common Shares held in CDS) or an Agent's Message (in the case of Shares held in DTC) is received by the Depositary at its office in Toronto, Ontario prior to the Expiry Time; or
- follow the guaranteed delivery procedures described under Section 5 of the Offer to Purchase, "Procedure for Depositing Common Shares".

If a Shareholder wishes to deposit Common Shares under the Offer and the Common Shares held are registered in the name of an investment dealer, stockbroker, bank, trust company or other nominee, the Shareholder should immediately contact its nominee in order to take the necessary steps to be able to deposit

the Common Shares held under the Offer. See Section 5 of the Offer to Purchase, “Procedure for Depositing Common Shares”. See Section 2 of the Offer to Purchase, “Purchase Price”.

### **HOW LONG DOES A SHAREHOLDER HAVE TO DEPOSIT COMMON SHARES IT OWNS?**

A Shareholder may deposit Common Shares held up until the Offer expires. The Offer expires at 5:00 p.m. (Eastern time) on August 26, 2026, or at a later time as the Company may determine. If an investment dealer, stockbroker, bank, trust company or other nominee holds Common Shares for a Shareholder, it is likely that the nominee has established an earlier deadline for that Shareholder to instruct the nominee to accept the Offer on its behalf. A Shareholder should immediately contact the Shareholder’s investment dealer, stockbroker, bank, trust company or other nominee to determine the nominee’s deadline. See Section 8 of the Offer to Purchase, “Extension and Variation of the Offer”.

### **CAN THE OFFER BE EXTENDED, VARIED OR TERMINATED?**

Yes. The Company may extend or vary the Offer in its sole discretion, subject to compliance with all applicable legal requirements. See Section 8 of the Offer to Purchase, “Extension and Variation of the Offer”.

The Company expressly reserves the right, in its sole discretion (i) to terminate the Offer and not take up and pay for any Shares not theretofore taken up and paid for upon the occurrence of any of the events specified under Section 7 of the Offer to Purchase, “Certain Conditions of the Offer”, and (ii) at any time or from time to time prior to the Expiration Date, to amend the Offer in any respect, including increasing or decreasing the number of Common Shares the Company may purchase or the range of prices it may pay pursuant to the Offer, subject to compliance with applicable securities legislation.

The Company will not provide for any subsequent offering period following the Expiration Date.

### **HOW WILL A SHAREHOLDER BE NOTIFIED IF DOCEBO EXTENDS THE OFFER?**

If Docebo extends the Offer, Docebo will issue a press release no later than 9:00 a.m. (Eastern time) on the next business day following the last previously scheduled or announced Expiration Date. See Section 8 of the Offer to Purchase, “Extension and Variation of the Offer”.

### **WHAT WILL HAPPEN IF A SHAREHOLDER DOES NOT DEPOSIT COMMON SHARES HELD?**

Upon completion of the Offer, if a Shareholder does not deposit the Common Shares held by it to the Offer, that Shareholder will realize a proportionate increase in its equity interest in Docebo to the extent the Company purchases Common Shares pursuant to the Offer. See Section 3 of the Circular, “Purpose and Effect of the Offer”.

### **ARE THERE ANY CONDITIONS TO THE OFFER?**

Yes. The Offer is subject to a number of conditions that are customary for a transaction of this nature, such as changes in the market price of the Common Shares or in stock markets generally, the absence of court and governmental action prohibiting the Offer and the absence of changes in general market conditions or Docebo’s business that, in the Company’s sole judgment, acting reasonably, make it inadvisable to proceed with the Offer. The Offer is not conditional upon any minimum number of Common Shares being tendered. See Section 7 of the Offer to Purchase, “Certain Conditions of the Offer”.

### **ONCE A SHAREHOLDER HAS DEPOSITED COMMON SHARES TO THE OFFER, CAN THAT SHAREHOLDER WITHDRAW THOSE COMMON SHARES?**

Yes. A Shareholder may withdraw Common Shares deposited pursuant to the Offer (i) at any time before those Common Shares have been taken up by the Company; (ii) at any time before the expiration of 10 days from the date that a notice of change or variation (unless the Common Shares deposited pursuant to the Offer have been taken up by the Company before the date of the notice of change or variation, and other than a variation that (a) consists solely of an increase in the consideration offered for those Common Shares under the Offer where the time for deposit is not extended for greater than 10 days, or (b) consists solely of the waiver of a condition of the Offer) has been given in accordance with Section 8 of the Offer to Purchase, "Extension and Variation of the Offer"; and (iii) if those Common Shares have not been paid for by the Company within three (3) business days after having been taken up. See Section 6 of the Offer to Purchase, "Withdrawal Rights".

### **HOW DOES A SHAREHOLDER WITHDRAW COMMON SHARES PREVIOUSLY DEPOSITED?**

For a withdrawal to be effective, a written notice of withdrawal from or on behalf of the Shareholder must be received by the Depositary prior to the time at which the Common Shares deposited pursuant to the Offer are taken up by the Company at the office as set forth on the Letter of Transmittal or Notice of Guaranteed Delivery of the relevant Common Shares. Any such notice of withdrawal must be signed by or on behalf of the person who signed the Letter of Transmittal or Notice of Guaranteed Delivery that accompanied the Common Shares being withdrawn and must specify the name of the person who deposited the Common Shares to be withdrawn, the name of the registered holder, if different from that of the person who deposited such Common Shares, and the number of Common Shares to be withdrawn. Some additional requirements apply if the Common Shares to be withdrawn have been delivered to the Depositary. The withdrawal will take effect only upon actual receipt by the Depositary of the properly completed and executed written notice. See Section 6 of the Offer to Purchase, "Withdrawal Rights".

### **WHAT DOES A SHAREHOLDER DO IF THAT SHAREHOLDER OWNS AN "ODD LOT" OF COMMON SHARES?**

If a Shareholder owns in the aggregate fewer than 100 Common Shares as of the close of business on the Expiration Date and that Shareholder validly deposits all such Common Shares, the Company will purchase all of those Common Shares without proration (but otherwise subject to the terms and conditions of the Offer) if the Company purchases any Common Shares pursuant to the Offer. This proration preference is not available to holders of 100 or more Common Shares even if holders have separate share certificates, ownership statements or DRS positions for fewer than 100 Common Shares or hold fewer than 100 Shares in different accounts. Odd Lot Holders will be required to tender all Common Shares owned by the Shareholder. Partial tenders will not be accepted from Odd Lot Holders. If a Shareholder owns an "odd lot" of Common Shares, that Shareholder must check (or tick) the "Odd Lots" box in either the Letter of Transmittal or the Notice of Guaranteed Delivery. See Section 3 of the Offer to Purchase, "Number of Common Shares, Proration" and Section 5 of the Offer to Purchase, "Procedure for Depositing Common Shares".

### **WHEN WILL DOCEBO PAY FOR THE COMMON SHARES DEPOSITED?**

Docebo will publicly announce the number of Common Shares validly tendered to the Offer, the number of Deposited Common Shares to be purchased and the aggregate purchase price promptly after the Expiration Date and will take up Common Shares to be purchased pursuant to the Offer promptly after the Expiry Time (which is required to occur no later than 10 days after such time). Docebo will pay for such Common Shares promptly after taking up such Common Shares (which payment is required to occur no

later than three (3) business days after the Common Shares have been taken up). See Section 9 of the Offer to Purchase, “Taking Up and Payment for Deposited Common Shares”.

### **WHAT IS THE RECENT MARKET PRICE OF THE COMMON SHARES?**

On July 16, 2026 (the last trading day before the Offer was publicly announced), the closing price of the Common Shares on the Nasdaq and TSX was US\$18.54 and C\$25.96 per Common Share, respectively. During the 12 months ended July 16, 2026, the closing prices of the Common Shares on the Nasdaq and TSX have ranged from a low of US\$14.39 to a high of US\$33.42 and low of C\$19.87 to a high of C\$45.62, respectively. See Section 5 of the Circular, “Trading Price and Volume”.

### **WILL A SHAREHOLDER HAVE TO PAY BROKERAGE COMMISSIONS IF COMMON SHARES ARE DEPOSITED?**

If a Shareholder is a registered Shareholder and deposits Common Shares directly to the Depositary, the Shareholder will not incur any brokerage commissions. If the Shareholder holds Common Shares through an investment dealer, broker, bank, trust company or other nominee, Docebo urges the Shareholder to consult its nominee to determine whether the Shareholder will incur any brokerage commissions or other transaction costs. See Section 5 of the Offer to Purchase, “Procedure for Depositing Common Shares”.

### **WHAT ARE THE INCOME TAX CONSEQUENCES OF DEPOSITING COMMON SHARES TO THE OFFER?**

**Shareholders should carefully consider the income tax consequences of depositing Common Shares pursuant to the Offer. See Section 13 of the Circular – “Income Tax Considerations”.**

For Canadian federal income tax purposes, a Shareholder who sells Common Shares to Docebo under the Offer will be deemed to receive a dividend under the Tax Act equal to the amount by which the amount paid by Docebo for the Common Shares exceeds the “paid-up capital” of the Common Shares for purposes of the Tax Act. In view of the deemed dividend tax treatment that would apply under the Tax Act to a sale of Common Shares under the Offer, as opposed to the capital gain or capital loss treatment that would generally apply to a sale of Common Shares in the market, Shareholders who wish to sell their Common Shares should consult their tax advisors regarding selling their Common Shares in the market as an alternative to accepting the Offer, in order to receive capital gain (or capital loss) treatment on the disposition of their Common Shares and further in the case of Non-Resident Shareholders for the proceeds not to be subject to Canadian withholding tax. The selling price for such market sales may be different from the Purchase Price.

For U.S. federal income tax purposes, the receipt of cash by a U.S. Holder (as defined in Section 13 of the Circular – “Income Tax Considerations”) pursuant to the Offer generally will be treated either as (a) a sale or exchange eligible for capital gain or loss treatment or (b) a distribution by Docebo in respect of its Common Shares, depending on the circumstances of such U.S. Holder and its ownership of shares before and after the Offer. If the Company is classified as a PFIC with respect to a U.S. Holder, then such U.S. Holder could be subject to adverse U.S. federal income tax consequences upon the sale of Common Shares pursuant to the Offer. Based on the Company’s analysis of its income and assets, the Company has determined that it was not a PFIC under Section 1297 of the Code for the taxable year ended December 31, 2025. The PFIC determination is made annually at the end of each taxable year and is dependent upon a number of factors, some of which are beyond our control, including the value of our assets and the amount and type of our income.

The deemed dividend tax treatment of a sale of Common Shares under the Offer under Canadian law, as well as certain other Canadian federal income tax considerations and certain U.S. federal income tax

considerations, are described in general terms in Section 13 of the Circular – “Income Tax Considerations”. Shareholders are urged to carefully consider the income tax consequences of depositing Common Shares pursuant to the Offer and consult with their tax advisors in this regard.

**HAS DOCEBO, ITS BOARD OF DIRECTORS OR THE DEALER MANAGER ADOPTED A POSITION ON THE OFFER?**

None of the Company, its Board of Directors, Canaccord or the Depositary makes any recommendation to any Shareholder as to whether to deposit or refrain from depositing Common Shares under the Offer or as to the purchase price or purchase prices at which any Shareholder may deposit Common Shares under the Offer. Shareholders must make their own decisions as to whether to deposit or refrain from depositing Common Shares pursuant to the Offer and, if so, how many Common Shares to deposit and whether to specify a price and, if so, at what price to deposit such Common Shares. Shareholders should carefully consider all relevant factors with their own financial advisors, including the income tax consequences of depositing Common Shares pursuant to the Offer.

**WILL DOCEBO’S DIRECTORS OR OFFICERS OR ANY SIGNIFICANT SHAREHOLDER DEPOSIT COMMON SHARES TO THE OFFER?**

Intercap, who beneficially owns 15,913,351 Common Shares, representing approximately 63.9% of the Company’s issued and outstanding Common Shares, has informed the Company that it currently intends to participate in the Offer, with the goal of maintaining at least its approximate current ownership interest in the Company. However, Intercap’s decision to participate in the Offer is subject to market conditions and other factors and Intercap reserves the right to change its intentions at any time. Intercap’s percentage ownership interest in the Company may increase as a result of the Offer.

To the knowledge of the Company and its directors and officers, after reasonable inquiry, no persons named under “Interest of Directors and Officers and Transactions and Arrangements Concerning Securities – Ownership of the Securities of the Company” have indicated an intention to deposit Common Shares pursuant to the Offer. However, in the event that the circumstances or decisions of any such persons change, they may decide to tender Common Shares to the Offer or sell their Common Shares through the facilities of the TSX, Nasdaq or otherwise during the period prior to the Expiration Date without notice. See Section 12 of the Circular – “Intention to Deposit Common Shares”.

**HOW WILL DOCEBO PAY FOR THE COMMON SHARES DEPOSITED TO THE OFFER?**

Docebo intends to fund any purchase of Common Shares pursuant to the Offer, including related fees and expenses, through a combination of approximately US\$10,000,000 of available cash on hand and an approximate US\$60,000,000 draw down on its existing credit facility. The Offer is not conditional upon the receipt of financing. See Section 3 of the Circular, “Purpose and Effect of the Offer” and Section 15 of the Circular, “Source of Funds”.

**WILL DOCEBO HAVE SUFFICIENT FINANCIAL RESOURCES REMAINING UPON COMPLETION OF THE OFFER?**

After giving effect to the Offer, Docebo believes that it will continue to have sufficient financial resources and working capital to conduct its business.

**WHAT IMPACT WILL THE OFFER HAVE ON THE LIQUIDITY OF THE MARKET FOR THE COMMON SHARES?**

Docebo’s Board of Directors has determined that it is reasonable to conclude that, following completion of

the Offer, there will be a market for Shareholders who do not deposit Common Shares under the Offer that is not materially less liquid than the market that existed at the time of the making of the Offer. The Company has also obtained, on a voluntary basis, an opinion from Canaccord, as of July 20, 2026 which, subject to the qualifications, assumptions and limitations set out therein, confirms the determination of the Company with respect to market liquidity. The liquidity opinion of Canaccord is reproduced at Schedule A hereto. See Section 3 of the Circular, “Purpose and Effect of the Offer – Liquidity of Market”.

#### **WHO CAN I TALK TO IF I HAVE QUESTIONS?**

For further information regarding the Offer, a Shareholder may contact the Depositary, the Dealer Manager or consult its own stockbroker or other professional advisors. Contact information for the Depositary and the Dealer Manager are set forth on the back cover page of this Offer and Circular.

**NO PERSON HAS BEEN AUTHORIZED TO MAKE ANY RECOMMENDATION ON BEHALF OF THE COMPANY AS TO WHETHER SHAREHOLDERS SHOULD DEPOSIT OR REFRAIN FROM DEPOSITING COMMON SHARES PURSUANT TO THE OFFER. NO PERSON HAS BEEN AUTHORIZED TO GIVE ANY INFORMATION OR TO MAKE ANY REPRESENTATIONS IN CONNECTION WITH THE OFFER OTHER THAN AS SET FORTH IN THE OFFER. IF GIVEN OR MADE, ANY SUCH RECOMMENDATION OR ANY SUCH INFORMATION OR REPRESENTATION MUST NOT BE RELIED UPON AS HAVING BEEN AUTHORIZED BY THE COMPANY.**

Neither the SEC, nor any U.S. domestic state, Canadian provincial, territorial or foreign securities commission, has approved or disapproved of this transaction or passed upon the merits or fairness of such transaction or passed upon the adequacy or accuracy of the information contained in this Offer. Any representation to the contrary is a criminal offence.

## OFFER TO PURCHASE

### To the Holders of the Common Shares of Docebo:

#### 1. The Offer

The Company hereby offers to purchase for cancellation from Shareholders up to 3,431,372 Common Shares, for an aggregate purchase price not exceeding US\$70,000,000, upon the terms and subject to the conditions set forth in this Offer to Purchase, the accompanying Circular, the related Letter of Transmittal and the Notice of Guaranteed Delivery.

The Offer will commence on July 21, 2026 and expire at 5:00 p.m. (Eastern time) on August 26, 2026, or at such later time and date to which the Offer may be extended by Docebo. See Section 8 of this Offer to Purchase, “Extension and Variation of the Offer”.

**THE OFFER IS NOT CONDITIONAL UPON ANY MINIMUM NUMBER OF COMMON SHARES BEING DEPOSITED. THE OFFER IS, HOWEVER, SUBJECT TO CERTAIN OTHER CONDITIONS. SEE SECTION 7 OF THE OFFER TO PURCHASE, “CERTAIN CONDITIONS OF THE OFFER”.**

Subject to the satisfaction or waiver by the Company of the conditions of the Offer, all Shareholders who have validly tendered and have not withdrawn their Common Shares under the Offer will receive the Purchase Price, payable in cash (but subject to applicable withholding taxes, if any), for all Common Shares purchased, upon the terms of the Offer, including the provisions relating to proration and the preferential acceptance of Odd Lots described herein. See Section 5 of the Offer to Purchase, “Procedure for Depositing Common Shares”.

All Common Shares not purchased, including all Common Shares not purchased due to proration and Common Shares not accepted for purchase, will be returned promptly after the Expiration Date or termination of the Offer without expense to the depositing Shareholder.

**None of Docebo, its Board of Directors, Canaccord or the Depositary makes any recommendation to any Shareholder as to whether to deposit or refrain from depositing Common Shares. Shareholders must make their own decisions as to whether to deposit or refrain from depositing Common Shares pursuant to the Offer and, if they decide to deposit, how many Common Shares to deposit. Shareholders should carefully consider all relevant factors with their own financial advisors, including the income tax consequences of depositing Common Shares pursuant to the Offer. See Section 13 of the Circular – “Income Tax Considerations”.**

The accompanying Circular, Letter of Transmittal and Notice of Guaranteed Delivery contain important information and should be read carefully before making a decision with respect to the Offer.

#### 2. Purchase Price

##### *Purchase Price*

The Purchase Price is US\$20.40 per Common Share. Upon the terms and subject to the conditions of the Offer (including the provisions relating to proration and the preferential acceptance of Odd Lots described herein), all Shareholders who have validly tendered and not withdrawn their Common Shares will receive the Purchase Price, payable in cash (subject to applicable withholding taxes, if any), for all Common Shares purchased by the Company. See Section 3 of the Offer to Purchase, “Number of Common Shares, Proration”.

All tenders will be subject to adjustment to avoid the purchase of fractional Common Shares (rounding down to the nearest whole number of Common Shares). All payments to Shareholders will be subject to deduction of applicable withholding taxes. See Section 13 of the Circular – “Income Tax Considerations”.

### ***Currency***

The Purchase Price will be denominated in United States dollars. The Depositary’s currency exchange services will be used to convert payment of these amounts that each Shareholder is entitled to receive based on the address of record of such Shareholder. Each Shareholder with an address outside of Canada will receive payment in U.S. dollars. Each Shareholder with an address in Canada will receive payment in Canadian dollars. There is no additional fee payable by Shareholders in relation to such conversions of payments. A Shareholder may request that its payment of the Purchase Price be paid in a different currency from that specified above. Shareholders can elect to receive Canadian dollars or U.S. dollars by checking the applicable Box D on the Letter of Transmittal.

Each non-registered or beneficial Shareholder who has tendered Common Shares under the Offer will receive payment of the Purchase Price for purchased Common Shares in United States dollars, unless such non-registered Shareholder contacts the intermediary in whose name such Shareholder’s Common Shares are registered and requests that the intermediary make an election on its behalf to receive the Purchase Price in Canadian dollars as described below.

The exchange rate that will be used to convert payments from United States dollars to Canadian dollars will be the rate available from TSX Trust Company, in its capacity as foreign exchange service provider to the Company, on the date on which the funds are converted, which rate will be based on the prevailing market rate on the date the funds are converted. The risk of any fluctuations in such rates, including risks relating to the particular date and time at which funds are converted, will be borne solely by the Shareholder.

### **3. Number of Common Shares, Proration**

As at July 20, 2026, there were 24,899,022 Common Shares issued and outstanding. Subject to the satisfaction or waiver by the Company of the conditions of the Offer, the Company will purchase, at the Purchase Price, up to 3,431,372 Common Shares, representing approximately 13.78% of the total number of issued and outstanding Common Shares as at July 20, 2026.

If the number of Deposited Common Shares (not withdrawn in accordance with Section 6 of this Offer to Purchase, “Withdrawal Rights”) is less than or equal to 3,431,372 Common Shares, the Company will, upon the terms and subject to the conditions of the Offer, purchase at the Purchase Price all Deposited Common Shares.

If the number of Deposited Common Shares (not withdrawn in accordance with Section 6 of this Offer to Purchase, “Withdrawal Rights”) is greater than 3,431,372 Common Shares, such Deposited Common Shares will be purchased on a pro rata basis according to the number of Common Shares deposited or deemed to be deposited by the depositing Shareholders (with adjustments to avoid the purchase of fractional Common Shares), except that Odd Lot deposits will be accepted for purchase first and will not be subject to proration. An Odd Lot deposit is a deposit by a Shareholder who beneficially owns, in the aggregate, fewer than 100 Common Shares as of the close of business on the Expiration Date, who validly deposits all such Common Shares prior to the Expiry Time and who checks Box A captioned “Odd Lots” in either the Letter of Transmittal or the Notice of Guaranteed Delivery, as the case may be. As set forth above, Odd Lots will be accepted for purchase before any proration. Odd Lot Holders therefore have the opportunity to sell their Common Shares without incurring brokerage commissions or Odd Lot discounts that they might otherwise incur if they were to sell their Common Shares in a transaction on the TSX. Partial deposits will not qualify for this preference. This preference is not available to holders of 100 or more Common Shares,

even if holders have separate certificates for fewer than 100 Common Shares or hold fewer than 100 Common Shares in different accounts. The Company's determination as to proration will be final and binding on all parties.

Under the NCIB, which commenced on May 20, 2026 and expires no later than May 19, 2027, the Company has purchased and cancelled 535,784 Common Shares as of July 20, 2026. We have temporarily suspended purchases of Common Shares pursuant to the NCIB in accordance with applicable Canadian securities legislation which prohibits the Company and its affiliates from acquiring any Common Shares, other than pursuant to the Offer, until at least 20 business days after the Expiration Date or date of termination of the Offer.

#### **4. Announcement of Purchase Price, Number of Common Shares Validly Tendered and Aggregate Purchase Price**

The Company will publicly announce the number of Common Shares validly tendered to the Offer, the number of Deposited Common Shares to be purchased and the aggregate purchase price promptly after the Expiration Date.

#### **5. Procedure for Depositing Common Shares**

##### ***Proper Deposit of Common Shares***

To deposit Common Shares pursuant to the Offer, (a) a properly completed and duly executed Letter of Transmittal (or a manually executed photocopy thereof) and DRS statement, if applicable, relating to such Common Shares with signatures that are guaranteed if so required in accordance with the Letter of Transmittal, and any other documents required by the Letter of Transmittal must be received by the Depositary at one of the addresses listed in the Letter of Transmittal or by email prior to the Expiration Date, (b) the guaranteed delivery procedure described below must be followed, or (c) such Common Shares must be transferred pursuant to the procedures for book-entry transfer described below (and a Book-Entry Confirmation through the CDSX system (in the case of Common Shares held by CDS) or an Agent's Message (in the case of Common Shares held in DTC) must be received by the Depositary in lieu of a Letter of Transmittal).

**A non-registered Shareholder who desires to deposit Common Shares under the Offer should immediately contact such Shareholder's investment dealer, stockbroker, commercial bank, trust company or other nominee in order to take the necessary steps to be able to deposit such Common Shares under the Offer. If an investment dealer, stockbroker, bank, trust company or other nominee holds Common Shares for a Shareholder, it is likely that the nominee has established an earlier deadline for that Shareholder to instruct the nominee to accept the Offer on its behalf.**

**Participants of CDS or DTC should contact CDS or DTC, as applicable, to obtain instructions as to the method of depositing Common Shares under the terms of the Offer. CDS and DTC will be issuing instructions to their participants as to the method of depositing Common Shares under the terms of the Offer.**

In accordance with Instruction 5 in the Letter of Transmittal, each registered Shareholder desiring to deposit Common Shares pursuant to the Offer must indicate in Box A, if applicable, whether the Shareholder is making an Odd Lot deposit in accordance with Instruction 5 of the Letter of Transmittal.

It is a violation of Rule 14e-4 promulgated under the Exchange Act for a person acting alone or in concert with others, directly or indirectly, to tender Common Shares for such person's own account unless at the time of tender and at the Expiry Time such person has a "net long position" in (i) a number of Common

Shares that is equal to or greater than the amount tendered and will deliver or cause to be delivered such Common Shares for the purpose of tendering to the Company within the period specified in the Offer; or (ii) other securities immediately convertible into, exercisable for or exchangeable into a number of Common Shares (“**Equivalent Securities**”) that is equal to or greater than the number of Common Shares tendered and, upon the acceptance of such tender, will acquire such Common Shares by conversion, exchange, or exercise of such Equivalent Securities to the extent required by the terms of the Offer and will deliver or cause to be delivered such Common Shares so acquired for the purpose of tender to the Company within the period specified in the Offer. Rule 14e-4 also provides a similar restriction applicable to the tender or guarantee of a tender on behalf of another person. A tender of Common Shares made pursuant to any method of delivery set forth in the Circular will constitute the tendering Shareholder’s acceptance of the terms and conditions of the Offer, as well as the tendering Shareholder’s representation and warranty to the Company that (i) such Shareholder has a “net long position” in a number of Common Shares or Equivalent Securities at least equal to the Common Shares being tendered within the meaning of Rule 14e-4; and (ii) such tender of Common Shares complies with Rule 14e-4. The Company’s acceptance for payment of Common Shares tendered pursuant to the Offer will constitute a binding agreement between the tendering Shareholder and the Company upon the terms and subject to the conditions of the Offer.

#### ***Notice to Holders of Options and Convertible or Exchangeable Securities***

The Offer is made only for Common Shares and is not made for any options to purchase Common Shares or any other securities of Docebo that are convertible into or exchangeable or exercisable for Common Shares. Any holder of such options or other securities convertible into or exchangeable or exercisable for Common Shares who wishes to accept the Offer must, to the extent permitted by the terms of the security and applicable laws, exercise the option or other securities convertible into or exchangeable or exercisable for Common Shares in order to obtain Common Shares and deposit those Common Shares in accordance with the terms of the Offer. Any such conversion, exchange or exercise must be completed sufficiently in advance of the Expiry Time to ensure that the holder of such options or other securities will have the Common Shares issued or deliverable and, if applicable, will have received the certificate(s) or DRS position(s) representing the Common Shares, on such exercise, available for deposit at or prior to the Expiry Time, or in sufficient time to comply with the procedures referred to in this Section 5 “Procedure for Depositing Common Shares”. Any such conversion, exercise or exchange will be irrevocable, including where the Common Shares tendered are subject to proration or otherwise are not taken up. Holders of options or other securities should consult their income tax advisors, as there are income tax consequences associated with the exercise of such securities, and should read Section 13 of the Circular – “Income Tax Considerations” as there are tax consequences associated with the deposit of Common Shares pursuant to the Offer.

#### ***Signature Guarantees***

No signature guarantee by a Canadian Schedule I chartered bank, a member of the Securities Transfer Agent Medallion Program (STAMP), a member of the Stock Exchanges Medallion Program (SEMP) or a member of the New York Exchange Inc. Medallion Signature Program (MSP) (each such entity, an “**Eligible Institution**”) is required on the Letter of Transmittal if (a) the Letter of Transmittal is signed by the registered holder of the Common Shares exactly as the name of the registered holder appears on the share certificate, ownership statement or DRS position deposited therewith, and payment and delivery is to be made directly to such registered holder, or (b) Common Shares are deposited for the account of an Eligible Institution. In all other cases, all signatures on the Letter of Transmittal must be guaranteed by an Eligible Institution.

If a certificate, ownership statement or DRS position representing Common Shares is registered in the name of a person other than the signatory to a Letter of Transmittal, or if payment is to be made, or certificates, ownership statements or DRS positions representing Common Shares not purchased or deposited are to be

issued, to a person other than the registered holder, the certificate, ownership statement or DRS position must be endorsed or accompanied by an appropriate share transfer power of attorney, in either case, signed exactly as the name of the registered holder appears on the certificate, ownership statement or DRS position with the signature on the certificate or share transfer power of attorney signature guaranteed by an Eligible Institution.

### ***Book-Entry Transfer Procedures***

Any financial institution that is a CDS Participant may make book-entry delivery of the Common Shares through CDSX, CDS's on-line tendering system pursuant to which book-entry transfers may be effected by causing CDS to transfer such Common Shares into the Depositary's account in accordance with CDS's procedures for such transfer. Delivery of Common Shares to the Depositary by means of a book-entry transfer through CDSX will constitute a valid tender under the Offer.

Shareholders may accept the Offer by following the procedures for a book-entry transfer established by CDS, provided that a Book-Entry Confirmation through CDSX is received by the Depositary at its Toronto, Ontario office address set forth on the back cover page of this Offer and Circular prior to the Expiration Date. Shareholders, through their respective CDS Participants, who utilize CDSX to accept the Offer through a book-entry transfer of their holdings into the Depositary's account with CDS shall be deemed to have completed and submitted a Letter of Transmittal and to be bound by the terms thereof and, therefore, such instructions received by the Depositary are considered a valid tender in accordance with the terms of the Offer. Delivery of documents to CDS in accordance with its procedures does not constitute delivery to the Depositary.

Shareholders who have an account maintained by DTC may accept the Offer by following the procedures for book-entry transfer established by DTC, provided that a Book-Entry Confirmation, together with an Agent's Message in respect thereof, or a properly completed and duly executed Letter of Transmittal and any other required documents, are received by the Depositary at its office specified in the Letter of Transmittal prior to the Expiry Time. If necessary, the Depositary will establish an account at DTC for the purpose of the Offer. Any financial institution that is a participant in DTC's systems may cause DTC to make a book-entry transfer of a Shareholder's Common Shares into the Depositary's account in accordance with DTC's procedures for such transfer. However, as noted above, although delivery of Common Shares may be effected through book-entry transfer at DTC, either a Letter of Transmittal (or a manually executed photocopy thereof), properly completed and duly executed, together with any required signature guarantees, or an Agent's Message in lieu of a Letter of Transmittal, and any other required documents, must, in any case, be received by the Depositary, at its office specified in the Letter of Transmittal prior to the Expiry Time. Delivery of documents to DTC in accordance with its procedures does not constitute delivery to the Depositary.

### ***Method of Delivery***

The method of delivery of certificates representing Common Shares and all other required documents is at the option and risk of the depositing Shareholder. If certificates representing Common Shares are to be sent by mail, then registered mail, properly insured, is recommended and it is suggested that the mailing be made sufficiently in advance of the Expiration Date to permit delivery to the Depositary on or prior to such date. Delivery of a share certificate representing Common Shares will only be complete upon actual receipt of such share certificate (and all required accompanying documents) representing such Common Shares by the Depositary.

### ***Procedure for Guaranteed Delivery***

If a Shareholder wishes to deposit Common Shares pursuant to the Offer and cannot deliver certificates for such Common Shares, or the book-entry transfer procedures described above cannot be completed, prior to the Expiry Time or time will not permit all required documents to reach the Depositary prior to the Expiry Time, such Common Shares may nevertheless be deposited if all of the following conditions are met:

- (a) such deposit is made by or through an Eligible Institution;
- (b) a properly completed and duly executed Notice of Guaranteed Delivery, or a manually executed photocopy thereof, substantially in the form provided by Docebo indicating the type of deposit and is received by the Depositary at its mailing address in Toronto, Ontario as set out in the Notice of Guaranteed Delivery prior to the Expiry Time; and
- (c) all Deposited Common Shares (including original share certificates, if such Common Shares are held in certificated form) in proper form for transfer (or confirmation of book-entry transfer), together with a properly completed and duly executed Letter of Transmittal or a manually executed photocopy thereof or, in the case of a book-entry transfer, a Book-Entry Confirmation through the CDSX system (in the case of Shares held in CDS) or an Agent's Message (in the case of Shares held in DTC), and any other documents required by the Letter of Transmittal, are received by the Toronto, Ontario office of the Depositary, before 5:00 p.m. (Eastern time) on or before the first trading day on the TSX after the Expiration Date.

The Notice of Guaranteed Delivery may be hand delivered, couriered, mailed or transmitted by e-mail to the Toronto office of the Depositary listed in the Notice of Guaranteed Delivery, and must include a guarantee by an Eligible Institution in the form set forth in the Notice of Guaranteed Delivery.

Notwithstanding any other provision hereof, payment for Common Shares deposited and accepted for payment pursuant to the Offer will be made only after timely receipt by the Depositary of certificates for such Common Shares, a properly completed and duly executed Letter of Transmittal (or a manually executed photocopy thereof) relating to such Common Shares with signatures that are guaranteed if so required or, in the case of a book entry transfer, a Book Entry Confirmation through the CDSX system (in the case of Common Shares held in CDS) or an Agent's Message (in the case of Common Shares held in DTC) and any other documents required by the Letter of Transmittal.

The tender information specified in a Notice of Guaranteed Delivery by a person completing such Notice of Guaranteed Delivery will, in all circumstances, take precedence over the tender information that is specified in the related Letter of Transmittal that is subsequently deposited.

### ***Determination of Validity, Rejection and Notice of Defect***

All questions as to the number of Common Shares to be accepted, the form of documents and the validity, eligibility (including time of receipt) and acceptance for payment of any deposit of Common Shares will be determined by the Company, in its sole discretion, which determination shall be final and binding on all parties. Docebo reserves the absolute right to reject any deposits of Common Shares determined by it not to be in proper form or completed in accordance with the instructions herein and in the Letter of Transmittal or the acceptance for payment of or payment for which may, in the opinion of the Company's counsel, be unlawful. Docebo also reserves the absolute right to waive any of the conditions of the Offer or any defect or irregularity in the deposit of any particular Common Shares and Docebo's interpretation of the terms of the Offer (including these instructions) will be final and binding on all parties. No individual deposit of Common Shares will be deemed to be properly made until all defects and irregularities have been cured or

waived. Unless waived, any defects or irregularities in connection with deposits must be cured within such time as Docebo shall determine. **None of Docebo, the Depositary, the Dealer Manager, nor any other person is or will be obligated to give notice of defects or irregularities in deposits, nor shall any of them have any liability for failure to give any such notice.** The Company's interpretation of the terms and conditions of the Offer (including the Letter of Transmittal and the Notice of Guaranteed Delivery) will be final and binding.

Under no circumstances will interest be paid by the Company or the Depositary by reason of any delay in making payment to any person using the guaranteed delivery procedures, including without limitation any delay arising because the Common Shares to be delivered pursuant to the guaranteed delivery procedures are not so delivered to the Depositary, and therefore payment by the Depositary on account of such Common Shares is not made until after the date the payment for the Deposited Common Shares accepted for payment pursuant to the Offer is to be made by the Company.

### ***Formation of Agreement***

The proper deposit of Common Shares pursuant to any one of the procedures described above will constitute a binding agreement between the depositing Shareholder and the Company, effective as of the Expiration Date, upon the terms and subject to the conditions of the Offer.

### ***Further Assurances***

Each Shareholder accepting the Offer covenants under the terms of the Letter of Transmittal to execute, upon request of Docebo, any additional documents, transfers and other assurances as may be necessary or desirable to complete the sale, assignment and transfer of the Common Shares to the Company. Each authority therein conferred or agreed to be conferred may be exercised during any subsequent legal incapacity of such Shareholder and shall, to the extent permitted by law, survive the death or incapacity, bankruptcy or insolvency of the Shareholder and all obligations of the Shareholder therein shall be binding upon the heirs, personal representatives, successors and assigns of such Shareholder.

## **6. Withdrawal Rights**

Except as otherwise provided in this Section 6, deposits of Common Shares pursuant to the Offer will be irrevocable. A Shareholder may withdraw Common Shares deposited pursuant to the Offer: (a) at any time before those Common Shares have been taken up by the Company; (b) at any time before the expiration of 10 days from the date that a notice of change or variation (unless the Common Shares deposited pursuant to the Offer have been taken up by the Company before the date of the notice of change or variation, and other than a variation that (i) consists solely of an increase in the consideration offered for those Common Shares under the Offer where the time for deposit is not extended for greater than 10 days, or (ii) consists solely of the waiver of a condition of the Offer) has been given in accordance with Section 8 of this Offer to Purchase, "Extension and Variation of the Offer"; or (c) if those Common Shares have not been paid for by the Company, within three (3) business days after having been taken up.

For a withdrawal to be effective, a written or printed copy of a notice of withdrawal must be actually received by the Depositary by the applicable date and time specified above at the place of deposit of the relevant Common Shares. Any such notice of withdrawal must be signed by or on behalf of the person who signed the Letter of Transmittal or Notice of Guaranteed Delivery in respect of the Common Shares being withdrawn or, in the case of Common Shares tendered by a CDS Participant, be signed by such participant in the same manner as the participant's name is listed on the applicable Book-Entry Confirmation through the CDSX system or, in the case of Common Shares tendered by a DTC participant, be signed by such participant in the same manner as the participant's name is listed on the applicable Agent's Message, and must specify the name of the person who deposited the Common Shares to be withdrawn, the name of the

registered holder, if different from that of the person who deposited such Common Shares, and the number of Common Shares to be withdrawn. If the certificates for the Common Shares deposited pursuant to the Offer have been delivered or otherwise identified to the Depositary, then, prior to the release of such certificates, the depositing Shareholder must submit the serial numbers shown on the particular certificates evidencing the Common Shares to be withdrawn and the signature on the notice of withdrawal must be guaranteed by an Eligible Institution (as defined in Section 5 of this Offer to Purchase – “Procedure for Depositing Common Shares”), except in the case of Common Shares deposited by an Eligible Institution. A withdrawal of Common Shares deposited pursuant to the Offer may only be accomplished in accordance with the foregoing procedure. The withdrawal shall take effect only upon actual receipt by the Depositary of a written or printed copy of a properly completed and executed notice of withdrawal.

**A Shareholder who wishes to withdraw Common Shares under the Offer and who holds Common Shares through an investment dealer, stockbroker, bank, trust company or other nominee should immediately contact such nominee in order to take the necessary steps to be able to withdraw such Common Shares under the Offer. Participants of CDS or DTC should contact these depositaries with respect to the withdrawal of Common Shares under the Offer.**

**All questions as to the form and validity (including time of receipt) of notices of withdrawal will be determined by the Company, in its sole discretion, which determination shall be final and binding. None of the Company, the Depositary or any other person shall be obligated to give any notice of any defects or irregularities in any notice of withdrawal and none of them shall incur any liability for failure to give any such notice.**

Any Common Shares properly withdrawn will thereafter be deemed not deposited for purposes of the Offer. However, withdrawn Common Shares may be redeposited by a Shareholder prior to the Expiry Time by again following the procedures described in Section 5 of this Offer to Purchase – “Procedure for Depositing Common Shares”.

If the Company extends the period of time during which the Offer is open, is delayed in its purchase of Common Shares or is unable to purchase Common Shares pursuant to the Offer for any reason, then, without prejudice to the Company’s rights under the Offer, the Depositary may, subject to applicable law, retain on behalf of the Company all Deposited Common Shares, and such Common Shares may not be withdrawn except to the extent that depositing Shareholders are entitled to withdrawal rights as described in this Section 6.

## **7. Certain Conditions of the Offer**

Notwithstanding any other provision of the Offer, the Company shall not be required to accept for purchase, to purchase or, subject to any applicable rules or regulations, to pay for any Deposited Common Shares, and may withdraw, terminate, extend, vary or cancel the Offer or may postpone the payment for Common Shares deposited, if, at any time before the Expiration Date, any of the following events shall have occurred (or shall have been determined by the Company to have occurred), which in the Company’s sole discretion and judgement, acting reasonably, in any such case, makes it inadvisable to proceed with the Offer or with such acceptance for purchase or payment:

- (a) there shall have been threatened, taken or pending any action, suit or proceeding by any government or governmental authority or regulatory or administrative agency in any jurisdiction, or by any other person in any jurisdiction, before any court or governmental authority or regulatory or administrative agency in any jurisdiction (i) challenging or seeking to cease trade, make illegal, delay or otherwise directly or indirectly restrain or prohibit the making of the Offer, the acceptance for payment of some or all of the Common Shares by the Company or otherwise directly or indirectly relating in any manner to or

affecting the Offer, or (ii) seeking material damages or that otherwise, in the sole judgment of the Company, acting reasonably, has or may have a material adverse effect on the Company's securities or the business, income, assets, liabilities, condition (financial or otherwise), properties, operations, results of operations or prospects of the Company and its subsidiaries taken as a whole;

- (b) there shall have been any action, suit or proceeding threatened, pending or taken or approval withheld or any statute, rule, regulation, stay, decree, judgment or order or injunction proposed, sought, enacted, enforced, promulgated, amended, issued or deemed applicable to the Offer or the Company or any of its subsidiaries by or before any court, government or governmental authority or regulatory or administrative agency or any statute, rule or regulation shall become operative or applicable in any jurisdiction that, in the sole judgment of the Company, acting reasonably, might directly or indirectly result in any of the consequences referred to in clauses (i) or (ii) of paragraph (a) above or would or might prohibit, prevent, restrict or delay consummation of the Offer;
- (c) no other approval, permit, authorization, favorable review or consent or waiver of or filing with any government or governmental authority or regulatory or administrative agency in any jurisdiction, or any third-party consent, required in the reasonable judgment of the Company to be obtained or made in connection with the Offer shall not have been obtained, completed or made on terms and conditions satisfactory to the Company, acting reasonably;
- (d) there shall have occurred (i) any general suspension of trading in, securities on any securities exchange or in the over-the-counter market in Canada or the U.S.; (ii) the declaration of a banking moratorium or any suspension of payments in respect of banks in Canada or the U.S. (whether or not mandatory); (iii) a natural disaster, the commencement or escalation of a war, armed hostilities, act of terrorism or other international or national calamity directly or indirectly involving Canada or the U.S. or any other country or region where the Company maintains significant business activities but only if such events, in the sole judgment of the Company, acting reasonably, has or may have a material adverse effect on the Company's business, income, assets, liabilities, condition (financial or otherwise), properties, operations, results of operations or prospects of the Company and its subsidiaries taken as a whole, or the trading in, or value of, the Common Shares; (iv) any limitation by any government or governmental authority or regulatory or administrative authority or agency or any other event that, in the sole judgment of the Company, acting reasonably, might affect the extension of credit by banks or other lending institutions; (v) a decrease in excess of 10% of the market price of the Common Shares on the TSX or Nasdaq measured from the close of business on July 16, 2026; (vi) any material change in short term or long term interest rates; (vii) any change or changes (or any development involving any prospective change or changes) in the general political, market, economic or financial conditions that, in the sole judgment of the Company, acting reasonably, has or may have a material adverse effect on the Company's business, income, assets, liabilities, condition (financial or otherwise), properties, operations, results of operations or prospects of the Company and its subsidiaries taken as a whole, or the trading in, or value of, the Common Shares; (viii) any decline in any of the S&P/TSX Composite Index, the Dow Jones Industrial Average, the S&P 500, the Nasdaq Composite Index or the BVP Nasdaq Emerging Cloud Index by an amount in excess of 10%, in each case measured from the close of business on July 16, 2026, or (ix) in the case of any of the foregoing existing at the time of the commencement of the Offer, an acceleration or worsening thereof;

- (e) there shall have occurred any change or changes (or any development involving any prospective change or changes) in the business, income, assets, liabilities, properties, condition (financial or otherwise), operations, results of operations or prospects of the Company or its subsidiaries that, in the sole discretion or judgment of the Company, acting reasonably, has, had or may have, individually or in the aggregate, a material adverse effect with respect to the Company and its subsidiaries taken, as a whole, or a material acceleration of the foregoing;
- (f) any take-over bid or tender or exchange offer with respect to some or all of the securities of the Company, or any merger, plan of arrangement, business combination or acquisition proposal, disposition of assets, or other similar transaction with or involving the Company or any of its affiliates, other than the Offer, or any solicitation of proxies, other than by management, to seek to control or influence the Board of Directors, shall have been proposed, announced or made by any individual or entity;
- (g) the Company will have determined, in its sole judgment, acting reasonably, that it would be subject to Part VI.1 tax under the Tax Act in connection with the Offer;
- (h) the completion of the Offer subjects the Company to any material tax liability;
- (i) a material change in Canadian, the U.S. or any other currency exchange rates or a suspension of or limitation on the markets for such currencies that in the sole judgment of the Company, acting reasonably, could have, a material adverse effect on the business, properties, assets, liabilities, capitalization, shareholders' equity, condition (financial or otherwise), operations, results of operations or prospects of the Company and its subsidiaries, taken as a whole, or on the trading in the Common Shares;
- (j) the Company shall have concluded, in its sole judgment, acting reasonably, that the Offer or the take-up and payment for any or all of the Common Shares by the Company is illegal or not in compliance with applicable law, or that necessary exemptions under applicable securities legislation are not available to the Company for the Offer and, if required under any such legislation, the Company shall not have received the necessary exemptions from, approvals or waivers of the appropriate courts or securities regulatory authorities in respect of the Offer or such exemptions, approvals or waivers are rescinded or modified in a manner that is not in form and substance satisfactory to the Company;
- (k) Canaccord shall have withdrawn or amended the liquidity opinion provided by it in connection with the Offer;
- (l) the Company reasonably determines that the completion of the Offer and the purchase of the Common Shares may (i) cause the Common Shares to be delisted from the TSX or Nasdaq, or to be eligible for deregistration under the Exchange Act or (ii) constitute a "Rule 13e-3 transaction", as such term is defined in Rule 13e-3 under the Exchange Act; or
- (m) any changes shall have occurred or been proposed to the Tax Act or the Code, the publicly available administrative policies or assessing practices of the Canada Revenue Agency or the IRS, or to relevant tax jurisprudence that, in the sole judgment of the Company, acting reasonably, are materially adverse to the Company or its affiliates taken as a whole or any one or more Shareholders or with respect to making the Offer or taking up and paying for Common Shares; or

- (n) the Company will have concluded that the relief granted by Rule 13e-4(g) under the Exchange Act is not applicable.

The foregoing conditions are for the sole benefit of the Company and may be asserted by the Company in its sole discretion, acting reasonably, or may be waived by the Company, in its sole discretion, in whole or in part at any time. The failure by the Company at any time to exercise its rights under any of the foregoing conditions shall not be deemed a waiver of any such or other right and each right shall be deemed an ongoing right which may be asserted at any time or from time to time unless waived, subject to the potential requirement to disseminate additional offering materials and to extend the Offer, to the extent required by applicable law. Any determination by the Company concerning the events described in this Section 7 shall be final and binding on all parties. Notwithstanding the foregoing, in the event that one or more of the events described above occurs, the Company will promptly notify security holders of the Company's determination as to whether to: (i) waive or modify the applicable condition(s) and continue the Offer; or (ii) terminate the Offer.

Any waiver of a condition or the withdrawal of the Offer by the Company shall be deemed to be effective on the date on which notice of such waiver or withdrawal by the Company is delivered or otherwise communicated to the Depositary. The Company, after giving notice to the Depositary of any waiver of a condition or the withdrawal of the Offer, shall immediately make a public announcement of such waiver or withdrawal and provide or cause to be provided notice of such waiver or withdrawal to the TSX, Nasdaq and the applicable securities regulatory authorities. If the Offer is withdrawn, the Company shall not be obligated to take up, accept for purchase or pay for any Common Shares deposited under the Offer, and the Depositary will return all certificates for Deposited Common Shares or the equivalent DRS positions, Letters of Transmittal and Notices of Guaranteed Delivery and any related documents to the parties by whom they were deposited.

## **8. Extension and Variation of the Offer**

The Company expressly reserves the right, in its sole discretion, and regardless of whether or not any of the conditions specified in Section 7 of this Offer to Purchase, "Certain Conditions of the Offer" shall have occurred, at any time or from time to time, to extend the period of time during which the Offer is open or to vary the terms and conditions of the Offer by giving written notice, or oral notice to be confirmed in writing, of extension or variation to the Depositary and by causing the Depositary to provide to all Shareholders, where required by law, as soon as practicable thereafter, a copy of the notice in the manner set forth in Section 12 of this Offer to Purchase – "Notice". Promptly after giving notice of an extension or variation to the Depositary, but, in the case of an extension, no later than 9:00 a.m. (Eastern time) on the next business day following the last previously scheduled or announced Expiration Date, the Company will make a public announcement of the extension or variation and provide or cause to be provided notice of such extension or variation to the TSX and Nasdaq and the applicable securities regulatory authorities. Any notice of extension or variation will be deemed to have been given and be effective on the day on which it is delivered or otherwise communicated by electronic mail to the Depositary at its principal office in Toronto, Ontario.

Where the terms of the Offer are varied (other than a variation consisting solely of the waiver of a condition of the Offer), the period during which Common Shares may be deposited pursuant to the Offer shall not expire before 10 days (except for any variation increasing or decreasing the percentage of Common Shares to be purchased and the consideration provided for under the Offer, or fees payable to the Dealer Manager of the Offer, in which case the Offer shall not expire before 10 business days) after the notice of variation has been given to holders of Common Shares, unless otherwise permitted by applicable law. In the event of any variation, all Common Shares previously deposited and not taken up or withdrawn will remain subject to the Offer and may be accepted for purchase by the Company in accordance with the terms of the Offer, subject to Section 6 of this Offer to Purchase – "Withdrawal Rights". An extension of the Expiration

Date or a variation of the Offer does not constitute a waiver by the Company of its rights in Section 7 of this Offer to Purchase, "Certain Conditions of the Offer".

The Company also expressly reserves the right, in its sole discretion, (i) to terminate the Offer and not take up and pay for any Common Shares not theretofore taken up and paid for upon the occurrence of any of the conditions specified in Section 7 of this Offer to Purchase, "Certain Conditions of the Offer", and/or (ii) at any time or from time to time, to vary the Offer in any respect, including increasing or decreasing the aggregate purchase price for Common Shares that the Company may purchase or the range of prices it may pay pursuant to the Offer, subject to compliance with applicable law.

Any such extension, delay, termination or variation will be followed as promptly as practicable by a public announcement. Without limiting the manner in which the Company may choose to make any public announcement, except as provided by applicable law, the Company shall have no obligation to publish, advertise or otherwise communicate any such public announcement other than by making a release through its usual news wire service.

## **9. Taking Up and Payment for Deposited Common Shares**

The Company will comply with both Canadian and U.S. regulations governing the timing for acceptance of and payment for the Common Shares. Under Canadian regulations, upon the terms and provisions of the Offer (including proration) and subject to and in accordance with applicable securities laws, the Company is required to take up and pay for the Common Shares properly deposited and not withdrawn under the Offer in accordance with the terms thereof as soon as practicable after the Expiration Date, but in any event not later than 10 days after the Expiration Date, provided that the conditions of the Offer (as the same may be varied) have been satisfied or waived. Any Common Shares taken up must be paid for as soon as reasonably practicable, but in any event no later than three (3) business days after they are taken up in accordance with applicable Canadian securities laws. Pursuant to Rule 14e-1(c) under the Exchange Act, the Company is required to promptly accept for payment and promptly thereafter pay for all Common Shares validly tendered and not properly withdrawn prior to the Expiration Date pursuant to the Offer.

### ***Number of Common Shares***

For purposes of the Offer, Docebo will be deemed to have accepted for payment, subject to proration and the preferential acceptance of Odd Lot Holders, Common Shares deposited and not withdrawn as and when Docebo gives written notice to the Depositary of its acceptance of such Common Shares for payment pursuant to the Offer.

### ***Payment***

The Purchase Price will be denominated in United States dollars and all payments to Shareholders under the Offer will be made in United States dollars, unless a Shareholder elects to be paid in Canadian dollars in accordance with their Letter of Transmittal.

Payment for Common Shares accepted for purchase pursuant to the Offer will be made by depositing the aggregate Purchase Price for such Common Shares with the Depositary by bank transfer or other means satisfactory to the Depositary, who will act as agent for the depositing Shareholders for the purpose of receiving payment from Docebo and transmitting such payment to the depositing Shareholders. **Under no circumstances will interest accrue or be paid by Docebo or the Depositary on the Purchase Price to any person depositing Common Shares regardless of any delay in making payment, including any delay in making payment to any person using the guaranteed delivery procedures.**

In the event of proration of Common Shares deposited, Docebo will determine the proration factor and pay

for those Deposited Common Shares accepted for payment promptly after the Expiration Date. However, Docebo does not expect to be able to announce the final results of any such prorotation for at least three (3) business days after the Expiration Date.

All Common Shares not purchased, including all Common Shares not purchased due to prorotation and Common Shares not accepted for purchase, will be returned promptly after the Expiration Date or termination of the Offer without expense to the depositing Shareholder.

The Company reserves the right, in its sole discretion, to delay taking up or paying for any Common Shares or to terminate the Offer and not take up or pay for any Common Shares if any condition specified in Section 7 of this Offer to Purchase, "Certain Conditions of the Offer", is not satisfied or waived, by giving written notice thereof or other communication confirmed in writing to the Depositary. The Company also reserves the right, in its sole discretion and notwithstanding any other condition of the Offer, to delay taking up and paying for Common Shares in order to comply, in whole or in part, with any applicable law.

The Purchase Price for Common Shares deposited and purchased will be paid by cheque. Certificate(s) or equivalent ownership statement or DRS position(s) representing Common Shares not deposited or not purchased under the Offer will be issued to, the person signing the relevant Letter of Transmittal or to the order of such other person as identified by the person signing such Letter of Transmittal, by properly completing the appropriate boxes in such Letter of Transmittal. In the absence of an address being provided, cheques (if applicable) or certificates will be forwarded to the address of the person as shown on the share register for the Common Shares. Payments will be made net of any applicable withholding taxes. The Purchase Price for Common Shares deposited by book-entry transfer and purchased will be paid by credit to the relevant account at CDS/DTC.

The Depositary will forward, at the Company's expense, cheques and certificates or DRS statements representing Common Shares not purchased by first-class insured mail, postage pre-paid, to the person signing the relevant Letter of Transmittal or to such other person or such other address as identified by the person in such Letter of Transmittal (unless the person signing the Letter of Transmittal instructs the Depositary to hold such certificates for Common Shares and/or cheques for pickup). See Section 10 of the Offer to Purchase, "Payment in the Event of Mail Service Interruption", in the event of real or possible mail service interruption. Any Common Shares deposited by book-entry transfer and not purchased will be credited to the relevant account at CDS/DTC.

All Common Shares purchased by the Company pursuant to the Offer shall be cancelled.

#### **10. Payment in the Event of Mail Service Interruption**

Notwithstanding the provisions of the Offer, cheques issued in payment for Common Shares purchased under the Offer and certificates for any Common Shares to be returned will not be mailed if the Company determines that delivery by mail may be delayed. Persons entitled to cheques or certificates that are not mailed for this reason may take delivery at the office of the Depositary at which the deposited certificates for the Common Shares were delivered until the Company has determined that delivery by mail will no longer be delayed. Docebo will provide notice, in accordance with Section 12 of this Offer to Purchase, "Notice", of any determination not to mail under this Section 10 as soon as reasonably practicable after such determination is made.

#### **11. Liens and Dividends**

Common Shares acquired pursuant to the Offer shall be acquired by the Company free and clear of all liens, charges, encumbrances, security interests, claims, restrictions and equities whatsoever, together with all rights and benefits arising therefrom, provided that any dividends or distributions that may be paid, issued,

distributed, made or transferred on or in respect of such Common Shares to Shareholders of record on or prior to the date upon which the Common Shares are taken up and paid for under the Offer shall be for the account of such Shareholders. Each Shareholder of record on that date will be entitled to receive that dividend or distribution whether or not such Shareholder deposits Common Shares pursuant to the Offer.

## **12. Notice**

Except as may be otherwise required by law and without limiting any other lawful means of giving notice, any notice to be given by the Company or the Depositary under the Offer will be deemed to have been properly given if it is broadly disseminated by press release or mailed by first-class mail, postage prepaid, to the registered holders of Common Shares at their respective addresses as shown on the share registers maintained in respect of the Common Shares and will be deemed to have been received following the issuance of such release or on the first business day following the date of mailing, as applicable. These provisions apply despite (i) any accidental omission to give notice to any one or more Shareholders, and (ii) an interruption of mail service following mailing, if applicable. In the event of an interruption of mail service following mailing, the Company will use reasonable efforts to disseminate the notice by other means, such as publication. If any notice is to be given by mail and post offices are not open for deposit of mail, or there is reason to believe there is or could be a disruption in all or any part of the postal service, any notice which the Company or the Depositary may give or cause to be given under the Offer will be deemed to have been properly given and to have been received by Shareholders if it is issued by way of a news release and if it is published once in the National Edition of the *Globe and Mail* or the *National Post* and in a French language daily newspaper of general circulation in the Province of Québec.

## **13. Acquisitions and Dispositions of Common Shares by the Company**

Except in limited circumstances under applicable law, the Company is not permitted to acquire, or make or enter into an agreement, commitment or understanding to acquire beneficial ownership of the Common Shares, other than under the Offer until after the Expiry Time.

In addition, except for purchases made through the facilities of the TSX, Nasdaq and in accordance with applicable law, during the period commencing on the Expiration Date and ending on the 20<sup>th</sup> business day after the Expiration Date, whether or not any Common Shares are taken up under the Offer, the Company must not acquire or offer to acquire beneficial ownership of any Common Shares except by way of a transaction that is generally available to all Shareholders on identical terms.

Although the Company has no present intention to sell Common Shares taken up under the Offer, the Company reserves the right to make or enter into agreements, commitments or understandings at or prior to the Expiry Time to sell any such Common Shares after the Expiry Time, subject to applicable law and in compliance with section 2.7(2) of NI 62-104. For the purposes of this Section 13 of this Offer to Purchase, the “Company” includes any person acting jointly or in concert with the Company.

## **14. Other Terms**

No stockbroker, dealer or other person has been authorized to give any information or to make any representation on behalf of the Company other than as contained in the Offer, and, if any such information or representation is given or made, it must not be relied upon as having been authorized by the Company.

For the purposes of subsection 191(4) of the Tax Act, the “specified amount” in respect of each Common Share will be an amount equal to the closing trading price for the Common Shares on the TSX on the Expiration Date. We will publicly announce the specified amount when we announce the final results of the Offer.

Shareholders should carefully consider the income tax consequences of accepting the Offer. See Section 13 of the Circular – “Income Tax Considerations”.

The Offer and all contracts resulting from the acceptance thereof shall be governed by and construed in accordance with the laws of the Province of Ontario and the laws of Canada applicable therein.

Docebo, in its sole discretion, shall be entitled to make a final and binding determination of all questions relating to the interpretation of the Offer, the validity of any acceptance of the Offer and the validity of any withdrawals of Common Shares. The Offer is not being made to, and deposits of Common Shares will not be accepted from or on behalf of, Shareholders residing in any jurisdiction in which the making of the Offer or the acceptance thereof would not be in compliance with the laws of such jurisdiction. Docebo may, in its sole discretion, take such action as it may deem necessary to make the Offer in any such jurisdiction and extend the Offer to Shareholders in any such jurisdiction.

The accompanying Circular, together with this Offer to Purchase, constitutes the issuer bid circular required under Canadian securities legislation applicable to Docebo with respect to the Offer.

The accompanying Circular contains additional information relating to the Offer.

Pursuant to Rule 13e-4(g) under the Exchange Act, Docebo has filed with the SEC a Tender Offer Statement on Schedule 13E-4F which contains additional information with respect to the Offer. The Schedule 13E-4F, including any amendments and supplements thereto, may be examined, and copies may be obtained, at the same places and in the same manner as is set forth in the Circular under Section 1 “Docebo – Additional Information” with respect to information concerning the Company. In any U.S. jurisdiction where the securities, “Blue Sky” or other laws require the Offer to be made by a licensed broker or dealer, the Offer will be deemed to be made on the Company’s behalf by one or more registered brokers or dealers licensed under the laws of the applicable jurisdiction.

**DATED** this 20<sup>th</sup> day of July, 2026, at Toronto, Ontario.

**DOCEBO INC.**

(Signed) *Alessio Artuffo*

Alessio Artuffo

Chief Executive Officer and Director

## CIRCULAR

This Circular is being furnished in connection with the Offer by Docebo to purchase from Shareholders up to 3,431,372 Common Shares at a Purchase Price of US\$20.40 per Common Share, for an aggregate purchase amount not exceeding US\$70,000,000. Terms defined in the Offer to Purchase and not otherwise defined herein have the same meaning in this Circular. The terms and conditions of the Offer to Purchase, the Letter of Transmittal and the Notice of Guaranteed Delivery are incorporated into and form part of this Circular. Reference is made to the Offer to Purchase for details of its terms and conditions.

### 1. Docebo

#### *Overview*

Docebo, founded in 2005, is the Enterprise Platform for the AI-era workforce, unifying skills intelligence, learning, and knowledge in one closed loop. The Company develops and delivers its learning platform as a service to customers, enabling enterprises to train internal and external workforces, partners, and customers alike.

With Docebo's multiproduct learning suite, enterprises around the world are equipped to tackle any learning challenge and build a true learning culture within their organization, redefining the way they create and manage content, deliver training, and understand the business impact of their learning experiences.

Docebo was incorporated under the *Business Corporations Act* (Ontario) on April 21, 2016. The Company's head and registered office is located at 55 York Street, Suite 1200, Toronto, Ontario, Canada, M5J 1R7.

#### *Additional Information*

We are subject to the continuous disclosure requirements of applicable Canadian provincial securities legislation and the rules of the TSX, as well as certain requirements of the Exchange Act, and in accordance therewith, file periodic reports and other information with Canadian provincial and territorial securities regulators, the TSX and the SEC relating to our business, financial condition and other matters. Shareholders may access documents filed with Canadian provincial and territorial securities regulators through SEDAR+ at [www.sedarplus.ca](http://www.sedarplus.ca). Shareholders may access documents filed with or furnished to the SEC through EDGAR at [www.sec.gov](http://www.sec.gov).

Pursuant to Rule 13e-4(g) under the Exchange Act, Docebo has filed with the SEC a Tender Offer Statement on Schedule 13E-4F which contains additional information with respect to the Offer. The Offer, which constitutes a part of the Schedule 13E-4F, does not contain all of the information set forth in the Schedule 13E-4F. Docebo has not sought, and does not currently expect to seek, an exemption from the Canadian Securities Administrators in connection with the Offer.

### 2. Authorized Capital

The authorized and issued capital of the Company consists of an unlimited number of Common Shares, of which 24,899,022 Common Shares are issued and outstanding as of July 20, 2026.

The holders of the Common Shares are entitled to receive notice of and to attend any shareholders' meetings and are entitled to one vote in respect of each Common Share held at such meetings. The holders of the Common Shares are entitled to participate equally in dividends, if any, declared in the Common Shares. In the event of the liquidation, dissolution or wind-up of the Company or other distribution of assets of the Company among shareholders for the purpose of winding-up the Company's affairs, the Common Shares

shall rank equally as to priority of distribution. Such distribution shall be made in equal amount per Common Share on all the Common Shares outstanding without preference or distinction.

### **3. Purpose and Effect of the Offer**

As part of its long-term plan, Docebo continuously evaluates its capital allocation strategies and seeks opportunities to create long term value.

Over the past several years, management and the Board of Directors have been frustrated with the trading price of the Common Shares, believing it does not reflect the value of the Company.

Accordingly, on July 16, 2026, the Board of Directors met to consider the Offer. At this meeting, management and Canaccord each presented their views on why the Offer represented an attractive use of the Company's liquidity.

In considering whether the Offer would be in the best interests of the Company, the Board of Directors gave careful consideration to a number of factors, including, without limitation, the following:

- (a) the recent trading price range of the Common Shares is not considered to be fully reflective of the value of Docebo's business and future prospects;
- (b) the Offer represents a desirable use of the Company's financial resources given its available liquidity and ongoing cash requirements;
- (c) the Offer provides the Company with the opportunity to return up to US\$70,000,000 of capital to Shareholders who elect to tender while at the same time increasing the proportionate ownership of Shareholders who do not elect to tender;
- (d) the advice and recommendations of its financial and legal advisors;
- (e) after giving effect to the Offer, the Company expects to have sufficient financial resources and working capital to conduct its ongoing business and operations and make investments to promote the long-term growth and profitability of the business, including through acquisitions;
- (f) the positive impact that the purchase of Common Shares would have on the Company's earnings and cash flow calculated on a per Common Share basis, as well as on the return on equity on the Common Shares;
- (g) the Offer provides Shareholders who are considering the sale of all or a portion of their Shares with the opportunity to sell such Common Shares for cash should they desire liquidity in quantities and at prices which may otherwise be unavailable in the market and without the usual transaction costs associated with market sales;
- (h) the deposit of Common Shares under the Offer is optional for all Shareholders, and all Shareholders are free to accept or reject the Offer;
- (i) the Offer provides for equal treatment of all Shareholders;
- (j) Shareholders owning fewer than 100 Common Shares whose Common Shares are purchased pursuant to the Offer will avoid any odd lot discounts which may be applicable to a sale of Common Shares over the facilities of the TSX or Nasdaq;

- (k) the Offer is not conditional on any minimum number of Common Shares being deposited;
- (l) Shareholders who do not deposit their Shares under the Offer will realize a proportionate increase in their equity interest in the Company to the extent that Shares are purchased by the Company pursuant to the Offer; and
- (m) the fact that it is reasonable to conclude that, following the completion of the Offer, the Company expects there to be a market for holders of the Common Shares who do not tender to the Offer that is not materially less liquid than the market that existed at the time of the making of the Offer.

The foregoing summary of the factors considered by the Board of Directors is not, and is not intended to be, exhaustive. In view of the variety of factors and the amount of information considered in connection with its determination to proceed with the Offer, the Board of Directors did not find it practical to, and did not, quantify or otherwise attempt to assign any relative weight to each specific factor considered in reaching its conclusion.

In summary, for all the reasons set out above, the Board of Directors has approved the making of the Offer, certain terms and conditions of the Offer, the Offer to Purchase, this Circular, the Letter of Transmittal and the Notice of Guaranteed Delivery.

The Company does not consider the Offer to involve a material conflict of interest, as all Shareholders are receiving equal treatment under the Offer. However, the Board did consider the differential position of InterCap given its significant shareholdings and intention to participate in the Offer. While the Board determined that InterCap's differential position was mitigated by the Company's strategic rationale for the Offer, it nonetheless took steps to ensure that the Offer was considered independently of InterCap. Specifically, Jason Chapnik (a director of the Company who beneficially owns, controls or directs, directly or indirectly, all of the equity interests of InterCap and serves as Chief Executive Officer of InterCap) and James Merkur (a director of the Company who serves as President of InterCap) were excluded for a portion of the board meeting held in respect of the Offer, so that the Company's remaining directors could meet in camera and deliberate the material terms of the transactions. Further, the board approval relating to the Offer was obtained with Messrs. Chapnik and Merkur abstaining.

The Company has temporarily suspended the NCIB in accordance with applicable Canadian securities legislation which prohibits the Company and its affiliates from acquiring any Common Shares, other than pursuant to the Offer, until at least 20 business days after the Expiration Date or date of termination of the Offer. Subject to applicable law, Docebo may purchase additional Common Shares in the future on the open market, in private transactions, through issuer bids or otherwise. Any such purchases may be on the same terms or on terms that are more or less favourable to Shareholders than the terms of the Offer. Any possible future purchases by the Company will depend on many factors, including the market price of the Common Shares, the Company's business and financial position, the results of the Offer and general economic and market conditions.

**None of Docebo, its Board of Directors, Canaccord or the Depositary makes any recommendation to any Shareholder as to whether to deposit or refrain from depositing any or all of such Shareholder's Common Shares. No person has been authorized to make any such recommendation. Shareholders are urged to evaluate carefully all information in the Offer, consult their own investment and tax advisors and make their own decisions whether to deposit Common Shares and, if so, how many Common Shares to deposit and whether to specify a price and, if so, at what price to deposit such Common Shares. Shareholders should carefully consider the income tax consequences of accepting the Offer. See Section 13 of this Circular – "Income Tax Considerations".**

### *Liquidity of Market*

As at July 20, 2026, there were 24,899,022 Common Shares issued and outstanding, of which approximately 8,865,943 Common Shares comprised the “public float”, which excludes Common Shares beneficially owned, or over which control or direction is exercised, by “related parties” of the Company, as defined under applicable securities laws (which includes directors and senior officers of Docebo and any of its subsidiaries as well as any person that beneficially owns or exercises control or direction over 10% or more of the issued and outstanding Common Shares). The maximum number of Common Shares that Docebo is offering to purchase pursuant to the Offer represents approximately 13.78% of the Common Shares issued and outstanding as at July 20, 2026.

Docebo is relying on the “liquid market exemption” specified in MI 61-101 from the requirement to obtain a “formal valuation” applicable to the Offer. Accordingly, the valuation requirements of securities regulatory authorities in Canada applicable to issuer bids generally are not applicable in connection with the Offer.

Docebo has determined that there is a liquid market in the Common Shares because:

- (a) there is a published market for the Common Shares (being the TSX and Nasdaq);
- (b) during the 12-month period before July 16, 2026 (the date the Offer was publicly announced):
  - (i) the number of issued and outstanding Common Shares was at all times at least 5,000,000 (excluding Common Shares beneficially owned, or over which control or direction was exercised, by related parties), all of which Common Shares are freely tradeable;
  - (ii) the aggregate trading volume of Common Shares on the TSX (being the published market on which the Common Shares were principally traded) was at least 1,000,000 Common Shares;
  - (iii) there were at least 1,000 trades in the Common Shares on the TSX; and
  - (iv) the aggregate value of the trades in the Common Shares on the TSX was at least C\$15,000,000; and
- (c) the market value of the Common Shares on the TSX, as determined in accordance with MI 61-101, was at least C\$75,000,000 for June 2026 (the calendar month preceding the calendar month in which the Offer was publicly announced).

Docebo has also obtained, on a voluntary basis, a liquidity opinion of Canaccord to the effect that based upon and subject to the qualifications, assumptions and limitations contained therein and such other matters as Canaccord considered relevant, as of July 20, 2026, (i) a liquid market exists for the Common Shares, and (ii) it is reasonable to conclude that, following the completion of the Offer in accordance with its terms, there will be a market for holders of Common Shares who do not tender to the Offer that is not materially less liquid than the market that existed at the time of the making of the Offer. The liquidity opinion of Canaccord is reproduced at Schedule A hereto.

Based on the liquid market test set out above and the liquidity opinion of Canaccord, the Board of Directors determined that it is reasonable to conclude that, following the completion of the Offer, there will be a market for holders of Common Shares who do not tender to the Offer that is not materially less liquid than

the market that existed at the time of making the Offer. Accordingly, the valuation requirements of securities regulatory authorities in Canada applicable to issuer bids generally are not applicable in connection with the Offer. Further, the Company does not anticipate any change in a principal market following completion of the Offer.

For further information, see the tables and information included in Section 5 of the Circular, “Trading Price and Volume”, Section 6 of the Circular, “Dividends and Dividend Policy” and Section 7 of the Circular, “Previous Distributions and Purchases of Securities”.

### ***Additional Securities Law Considerations***

Docebo is a reporting issuer (or the equivalent thereof) in each of the provinces and territories of Canada and a “foreign private issuer” as such term is defined in Rule 405 under the U.S. Securities Act. The Common Shares are listed on the TSX and Nasdaq. Docebo believes that the purchase of Common Shares pursuant to the Offer will not result in: (i) Docebo ceasing to be a reporting issuer in any jurisdiction in Canada, or (ii) the Common Shares being delisted from the TSX or the Nasdaq or be eligible for deregistration under the Exchange Act. The Offer is conditioned upon, among other things, the Company having determined that the consummation of the Offer is not reasonably likely to constitute a “Rule 13e-3 transaction”, as such term is defined in Rule 13e-3 under the Exchange Act.

The Common Shares are currently “margin securities” under the rules of the U.S. Federal Reserve Board. This has the effect, among other things, of allowing brokers to extend credit on the collateral of the Common Shares. The Company believes that, following the repurchase of Common Shares pursuant to the Offer, the Common Shares will continue to be margin securities for the purposes of the U.S. Federal Reserve Board’s margin regulations.

## **4. Financial Statements**

A copy of the audited consolidated financial statements of Docebo and the related management’s discussion and analysis as at and for the financial years ended December 31, 2025 and 2024 have previously been filed and are available under Docebo’s profile on SEDAR+ at [www.sedarplus.ca](http://www.sedarplus.ca) and EDGAR at [www.sec.gov](http://www.sec.gov). The unaudited condensed consolidated interim financial statements of Docebo and the related management’s discussion and analysis as at and for the three months ended March 31, 2026 and 2025 have also previously been filed and are available under Docebo’s profile on SEDAR+ at [www.sedarplus.ca](http://www.sedarplus.ca) and EDGAR at [www.sec.gov](http://www.sec.gov). Shareholders may obtain copies of these financial statements, without charge, upon written request to the Company (at Docebo Inc., 55 York Street, Suite 1200, Toronto, Ontario, Canada, M5J 1R7, Attention: Analisa Corbo, Associate General Counsel). Such documents are also available on the Company’s website at [www.docebo.com](http://www.docebo.com).

## **5. Trading Price and Volume**

The Common Shares are listed on the TSX and Nasdaq under the symbol “DCBO”.

The following tables set forth the high and low prices per Common Share and the monthly trading volume of the Common Shares on the TSX and Nasdaq for the 12 months preceding the date of the Offer:

### *TSX*

| <b>Period</b> | <b>High<br/>(C\$)</b> | <b>Low<br/>(C\$)</b> | <b>Volume</b> |
|---------------|-----------------------|----------------------|---------------|
| July, 2025    | 43.71                 | 38.82                | 972,597       |
| August, 2025  | 45.62                 | 39.78                | 1,316,467     |

| <b>Period</b>                | <b>High<br/>(C\$)</b> | <b>Low<br/>(C\$)</b> | <b>Volume</b> |
|------------------------------|-----------------------|----------------------|---------------|
| September, 2025              | 43.97                 | 37.80                | 837,593       |
| October, 2025                | 40.08                 | 34.34                | 896,850       |
| November, 2025               | 36.08                 | 28.32                | 1,622,842     |
| December, 2025               | 31.37                 | 28.77                | 1,015,509     |
| January, 2026                | 32.38                 | 24.90                | 1,899,328     |
| February, 2026               | 27.23                 | 22.00                | 3,913,185     |
| March, 2026                  | 30.75                 | 22.93                | 2,854,385     |
| April, 2026                  | 26.38                 | 19.87                | 1,857,168     |
| May, 2026                    | 29.19                 | 22.26                | 2,905,911     |
| June, 2026                   | 27.32                 | 23.17                | 1,640,564     |
| July 1, 2026 – July 19, 2026 | 29.27                 | 24.39                | 615,676       |

### *Nasdaq*

| <b>Period</b>                | <b>High<br/>(US\$)</b> | <b>Low<br/>(US\$)</b> | <b>Volume</b> |
|------------------------------|------------------------|-----------------------|---------------|
| July, 2025                   | 31.98                  | 27.80                 | 1,173,558     |
| August, 2025                 | 33.42                  | 28.85                 | 2,188,041     |
| September, 2025              | 31.96                  | 27.10                 | 1,538,440     |
| October, 2025                | 28.72                  | 24.48                 | 1,450,299     |
| November, 2025               | 26.48                  | 20.20                 | 1,940,759     |
| December, 2025               | 22.87                  | 20.57                 | 1,712,841     |
| January, 2026                | 23.45                  | 18.11                 | 2,553,861     |
| February, 2026               | 19.99                  | 16.07                 | 5,906,910     |
| March, 2026                  | 22.57                  | 16.48                 | 4,348,385     |
| April, 2026                  | 19.59                  | 14.39                 | 2,689,138     |
| May, 2026                    | 21.46                  | 16.20                 | 4,500,660     |
| June, 2026                   | 19.77                  | 16.43                 | 2,040,021     |
| July 1, 2026 – July 19, 2026 | 20.89                  | 17.21                 | 944,601       |

On July 16, 2026, the last trading day prior to the date of the announcement by Docebo of the approval by its Board of Directors of the Offer, the closing price of the Common Shares on the Nasdaq and TSX was US\$18.54 and C\$25.96, respectively.

## **6. Dividends and Dividend Policy**

Shareholders are entitled to receive, as and when declared by the Board of Directors, dividends which may be paid in money, property or by the issue of fully paid shares in the capital of the Company.

The Company currently intends to retain any future earnings to fund the development and growth of its business and/or to pay down debt and does not currently anticipate paying dividends on the Common Shares. Any determination to pay dividends in the future will be at the direction of the Board of Directors and will depend on many factors, including, among others, the Company's financial condition, current and anticipated cash requirements, contractual restrictions and financing agreement covenants, solvency tests imposed by applicable corporate law and other factors that the Board of Directors may deem relevant.

The Company has not previously declared a dividend on the Common Shares.

## 7. Previous Distributions and Purchases of Securities

### *Previous Purchases and Sales of Securities*

On May 8, 2026, the Company announced its renewal of the NCIB, under which the Company was authorized to acquire up to a maximum of 1,269,702 of its Common Shares, or approximately 5% of the Company's issued and outstanding Common Shares as of May 6, 2026, for cancellation over the subsequent 12 months. In connection with the NCIB, the Company also renewed its automatic share purchase plan with a third-party broker for purposes of allowing the Company to purchase Common Shares under the NCIB during the Company's self-imposed trading blackout periods. The Company has temporarily suspended the NCIB in accordance with applicable Canadian securities legislation which prohibits the Company and its affiliates from acquiring any Common Shares, other than pursuant to the Offer, until at least 20 business days after the Expiration Date or date of termination of the Offer.

Other than as set out above and excluding securities purchased or sold pursuant to the exercise of stock options, warrants and conversion rights, during the 12 months preceding the date of the Offer, no Common Shares were purchased or sold by the Company.

### *Previous Distributions of Securities*

The following table sets out the Common Shares that were distributed by the Company pursuant to a public offering for the five years preceding the date of the Offer.

| <b>Date of Distribution</b> | <b>Number of Common Shares Issued</b> | <b>Distribution Price per Common Share</b> | <b>Aggregate Proceeds</b> |
|-----------------------------|---------------------------------------|--------------------------------------------|---------------------------|
| September 23, 2021          | 1,000,000                             | C\$112.00                                  | C\$112,000,000            |

The following table sets out the Common Shares that were distributed by the Company upon the exercise of stock options on an annual basis for the five years preceding the date of the Offer.

| <b>Period of Distribution</b>       | <b>Number of Common Shares Issued</b> | <b>Distribution Price per Common Share</b> | <b>Aggregate Proceeds</b> |
|-------------------------------------|---------------------------------------|--------------------------------------------|---------------------------|
| January 1, 2021 – December 31, 2021 | 221,941                               | US\$6.62                                   | US\$1,470,000             |
| January 1, 2022 – December 31, 2022 | 14,840                                | US\$16.58                                  | US\$246,000               |
| January 1, 2023 – December 31, 2023 | 641,396                               | US\$4.50                                   | US\$2,887,000             |
| January 1, 2024 – December 31, 2024 | 144,142                               | US\$31.98                                  | US\$4,610,000             |
| January 1, 2025 – December 31, 2025 | 17,112                                | US\$28.58                                  | US\$489,000               |
| January 1, 2026 – July 19, 2026     | 96,068                                | US\$1.25                                   | US\$120,000               |

The following table sets out the Common Shares that were distributed by the Company upon settlement of restricted share units on an annual basis for the five years preceding the date of the Offer.

| <b>Period of Distribution</b>       | <b>Number of Common Shares Issued</b> |
|-------------------------------------|---------------------------------------|
| January 1, 2022 – December 31, 2022 | 5,515                                 |
| January 1, 2023 – December 31, 2023 | 24,359                                |
| January 1, 2024 – December 31, 2024 | 65,997                                |
| January 1, 2025 – December 31, 2025 | 57,913                                |

| <b>Period of Distribution</b>   | <b>Number of Common Shares Issued</b> |
|---------------------------------|---------------------------------------|
| January 1, 2026 – July 19, 2026 | 53,160                                |

The following table sets out the Common Shares that were distributed by the Company pursuant to the Employee Share Purchase Plan on an annual basis for the five years preceding the date of the Offer.

| <b>Period of Distribution</b>       | <b>Number of Common Shares Issued</b> | <b>Distribution Price per Common Share</b> | <b>Aggregate Proceeds</b> |
|-------------------------------------|---------------------------------------|--------------------------------------------|---------------------------|
| January 1, 2021 – December 31, 2021 | 4,945                                 | US\$59.05                                  | US\$292,000               |
| January 1, 2022 – December 31, 2022 | 20,814                                | US\$36.61                                  | US\$762,000               |
| January 1, 2023 – December 31, 2023 | 16,685                                | US\$36.80                                  | US\$614,000               |
| January 1, 2024 – December 31, 2024 | 14,426                                | US\$42.49                                  | US\$613,000               |
| January 1, 2025 – December 31, 2025 | 15,888                                | US\$34.93                                  | US\$555,000               |
| January 1, 2026 – July 19, 2026     | 21,966                                | US\$16.39                                  | US\$360,000               |

The following table sets out the Common Shares that were distributed by the Company upon release from escrow in connection with acquisitions and contingent consideration within the five years preceding the date of the Offer.

| <b>Date of Distribution</b> | <b>Number of Common Shares Issued</b> |
|-----------------------------|---------------------------------------|
| April 28, 2022              | 15,364                                |
| April 27, 2023              | 50,550                                |
| April 3, 2025               | 8,728                                 |

## 8. Interest of Directors and Officers and Transactions and Arrangements Concerning Securities

*Interest of Directors and Officers.* Except as set forth in this Offer and Circular, neither the Company nor, to the Company's knowledge, after reasonable inquiry, any of its officers or directors or any of the officers or directors of its subsidiaries, is a party to any contract, arrangement or understanding, formal or informal, with any securityholder relating, directly or indirectly, to the Offer or with any other person or company with respect to any securities of the Company in relation to the Offer, nor are there any contracts or arrangements made or proposed to be made between the Company and any of its directors or officers and no payments or other benefits are proposed to be made or given by way of compensation for loss of office or as to such directors or officers remaining in or retiring from office if the Offer is successful.

*Ownership of the Securities of the Company.* The following table indicates, as at July 19, 2026, the number of securities of the Company beneficially owned or over which control or direction is exercised, by each director and officer of the Company and, to the extent known by the Company after reasonable inquiry, by (a) each associate or affiliate of an insider of the Company, (b) each associate or affiliate of the Company, (c) each other insider, as defined in applicable law, of the Company, other than a director or officer of the issuer, and (d) each person acting jointly or in concert with the Company, and the percentage such number of securities represents of the applicable total outstanding number of such securities.

|                                              |                                       | Common Shares         |                  | Options, DSUs and RSUs |           |           |                  |
|----------------------------------------------|---------------------------------------|-----------------------|------------------|------------------------|-----------|-----------|------------------|
| Name <sup>(1)</sup>                          | Relationship with Company             | #                     | % <sup>(2)</sup> | # of Options           | # of DSUs | # of RSUs | % <sup>(3)</sup> |
| <b>Security Holdings as at July 19, 2026</b> |                                       |                       |                  |                        |           |           |                  |
| Jason Chapnik                                | Director (Chair)                      | -                     | -                | -                      | 46,626    | -         | 0.19%            |
| James Merkur                                 | Director                              | 10,477 <sup>(4)</sup> | 0.04%            | 18,000                 | 39,919    | -         | 0.23%            |
| Kristin Halpin Perry                         | Director                              | 5,000 <sup>(5)</sup>  | 0.02%            | -                      | 36,214    | -         | 0.15%            |
| Steven E. Spooner                            | Director                              | 8,000                 | 0.03%            | -                      | 43,893    | -         | 0.18%            |
| William Anderson                             | Director                              | 51,500 <sup>(6)</sup> | 0.21%            | -                      | 35,279    | -         | 0.14%            |
| Trisha Price                                 | Director                              | -                     | -                | -                      | 28,552    | -         | 0.11%            |
| Alessio Artuffo                              | President and Chief Executive Officer | 37,261                | 0.15%            | 356,772                | -         | 168,305   | 2.11%            |
| Brandon Farber                               | Chief Financial Officer               | 2,497                 | 0.01%            | 24,266                 | -         | 50,071    | 0.30%            |
| Mark Kosoglow                                | Chief Revenue Officer                 | -                     | -                | 23,712                 | -         | 52,873    | 0.31%            |
| Riccardo La Rosa                             | Chief Technology Officer              | 1,295                 | <0.01%           | 22,603                 | -         | 49,867    | 0.29%            |
| Kyle Lacy                                    | Chief Marketing Officer               | 1,835                 | <0.01%           | 28,519                 | -         | 47,603    | 0.31%            |
| Lauren Tropeano                              | Chief People Officer                  | 1,863                 | <0.01%           | 26,157                 | -         | 43,254    | 0.28%            |
| InterCap Inc. <sup>(7)</sup>                 | Significant Shareholder               | 15,913,351            | 63.91%           | -                      | -         | -         | -                |

**Notes:**

- (1) The information concerning securities beneficially owned, directly or indirectly, or over which control or direction is exercised, not being entirely within the knowledge of the Company, was furnished by the respective directors, officers and insiders listed above or, as applicable, based upon public information.
- (2) The percentage of outstanding Common Shares disclosed is calculated as the number of Common Shares held by such director, officer or insider divided by the aggregate number of Common Shares issued and outstanding (on a non-diluted basis).
- (3) Represents the aggregate number of Options, DSUs and RSUs held by the director or officer as of the date hereof as a percentage of the outstanding Common Shares (on a non-diluted basis).
- (4) James Merkur beneficially owns, controls or directs, directly or indirectly 5,477 of these Common Shares through Logan Peak Capital Inc.
- (5) Kristin Halpin Perry beneficially owns, controls or directs, directly or indirectly these Common Shares through Kristin Halpin Perry Revocable Trust.
- (6) William Anderson owns 4,750 of these Common Shares personally and beneficially owns, controls or directs, directly or indirectly 24,250 of these Common Shares through his personal registered retirement savings plan (RRSP) and 22,500 of these Shares through The 2015 William Anderson Family Trust.
- (7) Jason Chapnik beneficially owns, controls or directs, directly or indirectly, all of the equity interests of InterCap.

## 9. Commitments to Acquire Common Shares

Docebo has no agreements, commitments or understandings to purchase or otherwise acquire, and will not purchase or otherwise acquire prior to the Expiry Time, Common Shares or other securities of the Company.

To the Company's knowledge, after reasonably inquiry, except as described in this Offer and Circular, and for purchases through the exercise or settlement, as applicable, of options, deferred share units and restricted share units, no person or company named above under "Interest of Directors and Officers and Transactions and Arrangements Concerning Securities" has any agreements, commitments or understandings to purchase or otherwise acquire Common Shares or other securities of Docebo.

## **10. Benefits from the Offer and Effect on Interested Parties**

Except as described or referred to in this Offer to Purchase or this Circular, no person named under “Interest of Directors and Officers and Transactions and Arrangements Concerning Securities – Ownership of the Securities of the Company” will receive any direct or indirect benefit from accepting or refusing to accept the Offer other than the Purchase Price for any Common Shares tendered to the Offer and purchased by the Company in accordance with the terms of the Offer and any benefit available to any Shareholder who does or does not participate in the Offer. See Section 3 of this Circular, “Purpose and Effect of the Offer”.

## **11. Material Changes in the Affairs of the Company**

Except as publicly disclosed by the Company or as described or referred to in the Offer to Purchase or this Circular, the directors and officers of the Company are not aware of any plans or proposals for material changes in the affairs of the Company, or of any undisclosed material changes that have occurred since May 8, 2026, being the date on which the Company’s interim financial statements for the three ended March 31, 2026 and 2025 were filed on SEDAR+ and EDGAR.

## **12. Intention to Deposit Common Shares**

Except as described below, to the knowledge of the Company and its directors and officers, after reasonable inquiry, no persons named under “Interest of Directors and Officers and Transactions and Arrangements Concerning Securities – Ownership of the Securities of the Company” have indicated an intention to deposit Common Shares pursuant to the Offer. However, in the event that the circumstances or decisions of any such persons change, they may decide to tender Common Shares to the Offer prior to the Expiration Date. In addition, certain directors and officers may sell Common Shares on the TSX or Nasdaq while the Offer is outstanding.

Intercap, who beneficially owns 15,913,351 Common Shares, representing approximately 63.9% of the Company’s issued and outstanding Common Shares, has informed the Company that it currently intends to participate in the Offer, with the goal of maintaining at least its approximate current ownership interest in the Company. However, Intercap’s decision to participate in the Offer is subject to market conditions and other factors and Intercap reserves the right to change its intentions at any time. Intercap’s percentage ownership interest in the Company may increase as a result of the Offer.

## **13. Income Tax Considerations**

### **Certain Canadian Federal Income Tax Considerations**

#### ***General***

**This summary is of a general nature only and is not intended to be, nor should it be considered to be, legal or tax advice to any particular Shareholder and no representation is made with respect to the income tax consequences to any particular Shareholder. Accordingly, Shareholders should consult their tax advisors concerning the application and effect of the income and other taxes of any country, province, territory, state or local tax authority, having regard to their particular circumstances.**

Docebo has been advised by Goodmans LLP that the following summary accurately describes, as of the date hereof, certain of the material Canadian federal income tax considerations under the Tax Act generally applicable to Shareholders who sell Common Shares beneficially owned by such Shareholders to Docebo pursuant to the Offer.

This summary is based on the current provisions of the Tax Act, all specific proposals to amend the Tax Act publicly announced by or on behalf of the Minister of Finance (Canada) prior to the date hereof (the “**Tax Proposals**”) and counsel’s understanding of the current published administrative policies and assessing practices of the Canada Revenue Agency. The summary assumes that all of the Tax Proposals will be implemented in the form proposed, although no assurance in this regard can be given. This summary does not otherwise take into account or anticipate any changes in law or administrative policies and practices, whether by judicial, governmental or legislative decision or action, nor does it take into account provincial, territorial or foreign tax considerations, which may differ significantly from those discussed herein. This summary is not exhaustive of all Canadian federal income tax considerations.

This summary is not applicable to a Shareholder (i) that is a “financial institution” for the purposes of the “mark-to-market” rules, (ii) that is a “specified financial institution”, (iii) that reports its “Canadian tax results” in a currency other than Canadian dollars, (iv) an interest in which is a “tax shelter investment”, or (v) that has entered into a “derivative forward agreement”, a “synthetic disposition arrangement” or a “dividend rental agreement” in respect of the Common Shares, as each of those terms is defined in the Tax Act. This summary is also not applicable to a Shareholder that acquired Common Shares pursuant to the exercise of an employee stock option or otherwise in connection with his or her employment and who disposes of the Common Shares pursuant to the Offer. All of the foregoing Shareholders should consult their tax advisors regarding their particular circumstances.

**THE DEEMED DIVIDEND TAX TREATMENT DESCRIBED BELOW ON THE SALE OF COMMON SHARES PURSUANT TO THE OFFER DIFFERS FROM THE CAPITAL GAIN (OR CAPITAL LOSS) TREATMENT WHICH WOULD GENERALLY APPLY TO A SALE OF COMMON SHARES IN THE MARKET. ACCORDINGLY, SHAREHOLDERS WHO WISH TO SELL THEIR COMMON SHARES AND WHO ARE NOT GENERALLY EXEMPT FROM CANADIAN FEDERAL INCOME TAX SHOULD CONSULT THEIR OWN TAX ADVISORS REGARDING SELLING THEIR COMMON SHARES IN THE MARKET AS AN ALTERNATIVE TO SELLING COMMON SHARES PURSUANT TO THE OFFER.**

### ***Canadian Currency***

Generally, for purposes of the Tax Act, all amounts relating to the acquisition, holding or disposition or deemed disposition of a Common Share must be expressed in Canadian dollars. Amounts denominated in another currency must be converted into Canadian dollars using the applicable rate of exchange (for purposes of the Tax Act) quoted by the Bank of Canada on the date such amounts arose, or such other rate of exchange as is acceptable to the Canada Revenue Agency.

### ***Tax Considerations for Docebo***

Part II.2 of the Tax Act imposes a tax on certain equity repurchases by publicly listed companies, partnerships and trusts (the “**Share Buyback Tax**”). In general terms, the amount of the Share Buyback Tax is equal to 2% of a covered entity’s net equity repurchases in a taxation year. Subject to certain exclusions, a covered entity’s net equity repurchases are calculated as the amount by which the aggregate fair market value of equity that is redeemed, acquired or cancelled during a year exceeds the aggregate fair market value of equity issued during the year. Part II.2 of the Tax Act is expected to apply in respect of the Offer because Docebo is a “covered entity” as defined in the Tax Act.

### ***Shareholders Resident in Canada***

The following portion of the summary is, subject to the discussion under “*General*” above, applicable to a Shareholder who, for the purposes of the Tax Act and at all relevant times (i) is or is deemed to be a resident of Canada, (ii) deals at arm’s length with, and is not affiliated with, Docebo, (iii) holds its Common Shares

as capital property and (iv) is not exempt from tax under Part I of the Tax Act (herein, a “**Resident Shareholder**”). The Common Shares will generally be considered to be capital property to a Resident Shareholder provided that the Resident Shareholder does not hold the Common Shares in the course of carrying on a business of buying and selling shares and has not acquired the Common Shares in a transaction considered to be an adventure or concern in the nature of trade. Certain Resident Shareholders that might not otherwise be considered to hold their Common Shares as capital property may, in certain circumstances, be entitled to have the Common Shares and all other “Canadian securities” (as defined in the Tax Act) owned by such Resident Shareholders in the taxation year of the election and all subsequent taxation years deemed to be capital property by making the irrevocable election permitted by subsection 39(4) of the Tax Act. Such Resident Shareholders should consult their tax advisors for advice with respect to whether an election under subsection 39(4) of the Tax Act is available or advisable having regard to their particular circumstances.

#### *Disposition of Common Shares*

A Resident Shareholder who sells Common Shares to Docebo pursuant to the Offer will be deemed to receive a taxable dividend equal to the amount by which the amount paid by Docebo for the Common Shares exceeds the paid-up capital of the Common Shares for purposes of the Tax Act. Docebo estimates that the paid-up capital per Common Share on the date of take-up under the Offer will be approximately C\$10.97 (and following the Expiration Date, Docebo will advise Shareholders of any material change to this estimate). As a result, Docebo has determined that a Resident Shareholder who sells Common Shares under the Offer will be deemed to receive a dividend for purposes of the Tax Act. The exact quantum of the deemed dividend cannot be guaranteed.

Any dividend deemed to be received by a Resident Shareholder who is an individual will be subject to the gross-up and dividend tax credit rules normally applicable to taxable dividends received by Canadian resident individuals from a taxable Canadian corporation, including the enhanced gross-up and dividend tax credit if Docebo validly designates the dividend as an “eligible dividend”. There may be limitations on the ability of a corporation to designate dividends as eligible dividends. Subject to such limitations, Docebo intends to designate all deemed dividends arising as a result of a sale of Common Shares pursuant to the Offer as eligible dividends for these purposes.

Subject to the application of subsection 55(2) of the Tax Act, as described below, any dividend deemed to be received by a Resident Shareholder that is a corporation will be included in computing such Resident Shareholder’s income as a dividend, and will ordinarily be deductible in computing its taxable income subject also to all other limitations under the Tax Act. To the extent that such a deduction is available, private corporations (as defined in the Tax Act) and certain other corporations may be liable to pay refundable tax under Part IV of the Tax Act.

Under subsection 55(2) of the Tax Act, a Resident Shareholder that is a corporation may be required to treat all or a portion of any deemed dividend that is deductible in computing taxable income as proceeds of disposition of the Common Shares and not as a dividend, generally in circumstances where: (i) the Resident Shareholder would have realized a capital gain if it disposed of any Common Share at fair market value immediately before the sale of Common Shares to the Company; (ii) the sale to the Company resulted in a significant reduction in such capital gain; and (iii) the amount of the deemed dividend exceeds the “safe income” in respect of the particular Common Share that could reasonably be considered to contribute to such capital gain (as determined for purposes of the Tax Act). The application of subsection 55(2) involves a number of factual considerations that will differ for each Resident Shareholder and a Resident Shareholder to whom it may be relevant is urged to consult its tax advisors concerning its application having regard to its particular circumstances.

The amount paid by Docebo under the Offer for the Common Shares less any amount deemed to be received by the Resident Shareholder as a dividend (after the application of subsection 55(2) in the case of a corporate Resident Shareholder) will be treated as proceeds of disposition of the Common Shares. The Resident Shareholder will realize a capital gain (or capital loss) on the disposition of the Common Shares equal to the amount by which the Resident Shareholder's proceeds of disposition, net of any costs of disposition, exceed (or are less than) the adjusted cost base to the Resident Shareholder of the Common Shares sold to Docebo pursuant to the Offer.

#### *Taxation of Capital Gains and Losses*

Generally, a Resident Shareholder will be required to include in computing its income for a taxation year one-half of any capital gain (a “**taxable capital gain**”) realized by it in that year. Subject to and in accordance with the provisions of the Tax Act, a Resident Shareholder must deduct one-half of the amount of any capital loss realized in a taxation year from taxable capital gains realized by the Resident Shareholder in that year, and any excess may be carried back to any of the three preceding taxation years or carried forward to any subsequent taxation year and deducted against net taxable capital gains realized in such years.

The amount of a capital loss realized on the disposition of a Common Share by a Resident Shareholder that is a corporation may, to the extent and under the circumstances specified in the Tax Act, be reduced by the amount of dividends received or deemed to be received on the Common Shares (including any dividends deemed to be received as a result of the sale of Common Shares to the Company under the Offer). Similar rules may apply where Common Shares are owned by a partnership or trust of which a corporation, trust or partnership is a member or beneficiary. Resident Shareholders who may be affected by these rules are urged to consult with their tax advisors in this regard.

Special rules may apply to suspend or deny, as applicable, any capital loss realized by a Resident Shareholder on the sale of Common Shares under the Offer if the Resident Shareholder (or a person affiliated with the Resident Shareholder for purposes of the Tax Act) acquires additional Common Shares in the period commencing 30 days prior to, and ending 30 days after, the sale, and such acquired Common Shares are owned by such Resident Shareholder (or a person affiliated with the Resident Shareholder for purposes of the Tax Act) at the end of such period. Resident Shareholders who may be affected by these rules are urged to consult their own tax advisors.

A Resident Shareholder that is throughout the relevant taxation year a “Canadian-controlled private corporation” (as defined in the Tax Act) or, at any time in the relevant taxation year, a “substantive CCPC” (as defined in the Tax Act) may be liable to pay an additional tax (refundable in certain circumstances) on its “aggregate investment income”, which is defined in the Tax Act to include an amount in respect of taxable capital gains (but not dividends, or deemed dividends, that are deductible in computing taxable income).

#### *Alternative Minimum Tax*

A capital gain realized, or a dividend received (or deemed to be received) by a Resident Shareholder who is an individual, including a trust (other than certain specified trusts), as a result of the sale of Common Shares pursuant to the Offer may give rise to a liability for alternative minimum tax. Such Resident Shareholders should consult their tax advisors with respect to the alternative minimum tax rules set out in the Tax Act.

### ***Non-Resident Shareholders***

The following portion of the summary is, subject to the discussion under “*General*” above, applicable to a Shareholder who, for purposes of the Tax Act and at all relevant times (i) is not resident or deemed to be resident in Canada, (ii) does not use or hold, and is not deemed to use or hold, its Common Shares in connection with carrying on a business in Canada, (iii) deals at arm’s length with, and is not affiliated with, Docebo, and (iv) is not an insurer that carries on an insurance business in Canada and elsewhere (herein, a “**Non-Resident Shareholder**”).

A Non-Resident Shareholder who sells Common Shares to Docebo under the Offer will be deemed to receive a dividend equal to the amount by which the amount paid by Docebo for the Common Shares exceeds the paid-up capital of the Common Shares for purposes of the Tax Act. Docebo estimates that the paid-up capital per Share on the date of take-up under the Offer will be approximately C\$10.97 (and following the Expiration Date, Docebo will advise Shareholders of any material change to this estimate). As a result, Docebo has determined that Non-Resident Shareholders who sell Common Shares under the Offer will be deemed to receive a dividend for purposes of the Tax Act. The exact quantum of the deemed dividend cannot be guaranteed. Any such dividend will be subject to Canadian withholding tax at a rate of 25% or such lower rate as may be provided under the terms of an applicable tax treaty. For example, a dividend received or deemed to be received by a Non-Resident Shareholder that is a resident of the U.S. for the purposes of the Canada-United States Income Tax Convention (the “**U.S. Treaty**”), is fully entitled to benefits under the U.S. Treaty, and is the beneficial owner of such dividends will generally be subject to withholding tax at a treaty-reduced rate of 15%. Non-Resident Shareholders are urged to consult their own tax advisors to determine their entitlement, if any, to relief under an applicable tax treaty.

**In view of the deemed dividend tax treatment described above on a sale of Common Shares under the Offer and the resulting Canadian withholding tax, Non-Resident Shareholders should consult their tax advisors regarding selling their Common Shares in the market as an alternative to selling Common Shares pursuant to the Offer.**

The amount paid by Docebo for the Common Shares (less any amount deemed to be received by the Non-Resident Shareholder as a dividend) will be treated as proceeds of disposition of the Common Shares. A Non-Resident Shareholder will not be subject to tax under the Tax Act in respect of any capital gain realized on the disposition of Common Shares under the Offer unless the Common Shares are “taxable Canadian property” to the Non-Resident Shareholder at the time of such sale and such gain is not exempt from tax under the Tax Act pursuant to the provisions of an applicable tax treaty (if any). Generally, provided the Common Shares are listed on a “designated stock exchange” as defined in the Tax Act (which currently includes the TSX) at the time of disposition, the Common Shares will not constitute taxable Canadian property to a Non-Resident Shareholder, unless, at any time during the 60-month period immediately preceding the disposition, (a) the Non-Resident Shareholder, persons with whom the Non-Resident Shareholder did not deal at arm’s length, partnerships in which the Non-Resident Shareholder or such non-arm’s length persons holds a membership interest directly or indirectly, or the Non-Resident Shareholder together with all such foregoing persons, owned 25% or more of the issued Common Shares or any other issued class of Docebo’s shares; and (b) more than 50% of the fair market value of the Common Shares was derived directly or indirectly from any one or combination of (i) real or immovable property situated in Canada, (ii) “Canadian resource properties” (as defined in the Tax Act), (iii) “timber resource properties” (as defined in the Tax Act), and (iv) options in respect of, or interests in, or for civil law rights in, property described in any of (i) to (iii), whether or not that property exists. A Common Share may also be deemed to be taxable Canadian property to a Non-Resident Shareholder in certain circumstances specified in the Tax Act.

Even if a Common Share is taxable Canadian property to a Non-Resident Shareholder, any gain realized on a disposition of the Common Share may be exempt from tax under the Tax Act pursuant to the provisions

of an applicable tax treaty (if any). Non-Resident Shareholders should consult their own tax advisors in this regard.

In the event a Common Share is taxable Canadian property to a Non-Resident Shareholder at the time of disposition and the capital gain realized on disposition of the Common Share is not exempt from tax under the Tax Act pursuant to the provisions of an applicable tax treaty, the tax consequences in respect of capital gains described above under “Shareholders Resident in Canada – Taxation of Capital Gains and Losses” will generally apply.

### **Certain U.S. Federal Income Tax Considerations**

The following is a summary of certain material U.S. federal income tax considerations generally applicable to Shareholders who are U.S. Holders (as defined below) and who sell Common Shares to the Company pursuant to the Offer. This summary is based on the Code, applicable U.S. Treasury regulations promulgated under the Code, and administrative and judicial interpretations, all as of the date hereof, and all of which are subject to change (possibly on a retroactive basis). The Company has not sought and will not seek any rulings from the Internal Revenue Service (the “IRS”) or any other taxing authority regarding the tax consequences of the Offer. There can be no assurance that the IRS or a court will not take a contrary position to that discussed below regarding the tax consequences of the Offer. This summary does not discuss all the tax considerations that may be relevant to a particular Shareholder in light of the Shareholder’s particular circumstances, including the impact of the Medicare contribution tax on net investment income and the special tax accounting rules under Section 451(b) of the Code. Different rules that are not discussed below may apply to some Shareholders subject to special tax rules, including, but not limited to, partnerships (or entities classified as partnerships or other pass-through entities for U.S. federal income tax purposes) or partners in such partnerships, insurance companies, tax-exempt persons, retirement plans, certain financial institutions, real estate investment trusts or regulated investment companies, dealers or traders in securities or currencies, persons that hold Common Shares as a position in a “straddle” or as part of a “hedge”, “conversion transaction” or other integrated investment, persons who received Common Shares as compensation or otherwise in connection with employment, persons who received Common Shares upon the exercise of options, warrants, or other convertible instruments, persons who will own or have owned (directly, indirectly, or by attribution) 10% or more of the total combined voting power or value of all outstanding stock of the Company, corporations that accumulate earnings to avoid U.S. federal income tax or U.S. Holders whose functional currency is other than the U.S. dollar. This summary does not address any U.S. state, local, or non-U.S. tax or alternative minimum tax considerations that may be relevant to a Shareholder’s decision to tender Common Shares pursuant to the Offer. This summary assumes Common Shares are held as capital assets (generally, property held for investment) within the meaning of Section 1221 of the Code and only applies to U.S. Holders.

**Shareholders are urged to consult their tax advisors with respect to the U.S. federal, state and local tax consequences of participating in the Offer, as well as any tax consequences arising under the laws of any other taxing jurisdiction.**

A “U.S. Holder” is a beneficial owner of Common Shares who or that is: (a) a citizen or individual resident of the U.S., as determined for U.S. federal income tax purposes; (b) a corporation (or other business entity treated as a corporation for U.S. federal income tax purposes) created or organized in or under the laws of the U.S., any state thereof, or the District of Columbia; (c) an estate the income of which is subject to U.S. federal income tax regardless of its source; or (d) a trust (1) with respect to which a court within the U.S. is able to exercise primary supervision over its administration and one or more U.S. persons have the authority to control all substantial decisions of the trust, or (2) otherwise has validly elected under applicable U.S. Treasury regulations to be treated as a U.S. person for U.S. federal income tax purposes.

The U.S. federal income tax treatment of a partner in a partnership (or an entity or arrangement treated as a partnership for U.S. federal income tax purposes) that holds Common Shares will depend on the status of the partner and the activities of the partnership. Prospective participants in the Offer that are partnerships (or entities or arrangements treated as partnerships for U.S. federal income tax purposes) are urged to consult their own tax advisors concerning the U.S. federal income tax consequences to them and their partners of the participation in the Offer by the partnership.

***Treatment of the Purchase of Common Shares Pursuant to the Offer as a Sale or Exchange or as a Distribution***

Subject to the discussion below under “Income Tax Considerations – Passive Foreign Investment Company Considerations”, the Company’s purchase of Common Shares from a U.S. Holder pursuant to the Offer will be treated either as a sale or exchange of the Common Shares or as a distribution by the Company in respect of the Common Shares for U.S. federal income tax purposes. The purchase of Common Shares from a U.S. Holder will be treated as a sale or exchange if (a) the purchase results in a “complete termination” of the U.S. Holder’s equity interest in the Company, (b) the receipt of cash by the U.S. Holder is “not essentially equivalent to a dividend”, or (c) as a result of the purchase, there is a “substantially disproportionate redemption” of the U.S. Holder’s equity interest in the Company, each within the meaning of Section 302(b) of the Code, as described below (referred to as the “**Section 302 Tests**”). The purchase of Common Shares from a particular U.S. Holder will be treated as a distribution with respect to such U.S. Holder’s Common Shares if none of the Section 302 Tests is satisfied with respect to such holder. U.S. Holders are urged to consult their tax advisors regarding the U.S. federal income tax treatment of a payment pursuant to the Offer in their particular circumstances.

In applying each of the Section 302 Tests explained below, U.S. Holders must take into account not only shares that they actually own but also shares they are treated as owning under the constructive ownership rules of Section 318 of the Code. Under the constructive ownership rules, a U.S. Holder is treated as owning any shares that are owned (actually and in some cases constructively) by certain related individuals and entities as well as shares that the U.S. Holder has the right to acquire by exercise of an option or warrant or by conversion or exchange of a security. Due to the factual nature of the Section 302 Tests explained below, U.S. Holders should consult their tax advisors to determine whether the sale of their shares of Common Stock pursuant to the Offer qualifies for sale or distribution treatment in their particular circumstances. No assurance can be given that a U.S. Holder’s disposition of shares of Common Stock pursuant to the Offer will qualify for sale or exchange treatment, rather than distribution treatment.

- (a) Complete Redemption. A sale of Common Shares pursuant to the Offer will result in a “complete redemption” of the U.S. Holder’s interest in the Company if, immediately after the sale, either (1) the U.S. Holder owns, actually and constructively, no Common Shares; or (2) the U.S. Holder does not actually own any Common Shares and effectively waives constructive ownership of any constructively owned Common Shares under the procedures described in Section 302(c) of the Code. U.S. Holders who desire to file such a waiver are urged to consult their tax advisors.
- (b) Not Essentially Equivalent to a Dividend. A purchase of Common Shares pursuant to the Offer will be treated as “not essentially equivalent to a dividend” if the purchase results in a “meaningful reduction” in the selling U.S. Holder’s proportionate interest in the Company. Whether a U.S. Holder meets this test will depend on the particular facts and circumstances. In measuring the change, if any, in a U.S. Holder’s proportionate interest in the Company, the meaningful reduction test is applied by taking into account all Common Shares that the Company purchases pursuant to the Offer, including Common Shares purchased from other Shareholders.

The IRS has held in a published ruling that, under the particular facts of the ruling, a small reduction in the percentage share ownership of a small minority shareholder in a publicly and widely held corporation who did not exercise any control over corporate affairs constituted a “meaningful reduction”. Shareholders are urged to consult their tax advisors with respect to the application of the “not essentially equivalent to a dividend” test in their particular circumstances.

- (c) Substantially Disproportionate Redemption. A purchase of Common Shares pursuant to the Offer will be “substantially disproportionate” as to a U.S. Holder if the percentage of the then outstanding Common Shares (and any other classes of our shares entitled to vote) actually and constructively owned by such U.S. Holder immediately after the purchase is less than 80% of the percentage of the outstanding Common Shares (and any other classes of our shares entitled to vote) actually and constructively owned by such U.S. Holder immediately before the purchase. Shareholders are urged to consult their tax advisors with respect to the application of the “substantially disproportionate” test in their particular circumstances.

It may be possible for a tendering U.S. Holder to satisfy one of the Section 302 Tests by contemporaneously selling or otherwise disposing of all or some of the Common Shares that such U.S. Holder actually or constructively owns that are not purchased pursuant to the Offer. Correspondingly, a tendering U.S. Holder may not be able to satisfy one of the Section 302 Tests because of contemporaneous acquisitions of Common Shares by such U.S. Holder or a related party whose Common Shares are attributed to such U.S. Holder.

The Company has not determined as of the date hereof whether the Company intends to report the Company’s purchase of Common Shares pursuant to the Offer as qualifying for sale or exchange treatment or instead as a distribution of property with respect to the Common Shares. That determination may be affected by a number of factors, including whether and to what extent Shareholders participate in the Offer and a Shareholder’s actual and constructive ownership of shares of the Company before and after the Offer. Upon written request by a U.S. Holder, the Company will furnish information to such requesting U.S. Holders as to its determination regarding such intended tax treatment and reporting (which may include an IRS Form 1099-DIV in the case of distribution treatment or an IRS 1099-B in the case of sale or exchange treatment) once that determination is made. The discussion below describes the U.S. federal income tax consequences of the Company’s purchase of Common Shares pursuant to the Offer under each of those two alternative scenarios. Shareholders are urged to consult their tax advisors regarding the tax consequences of such sales or acquisitions in their particular circumstances.

### ***Sale or Exchange of Common Shares Pursuant to the Offer***

Subject to the PFIC rules discussed below, if any of the Section 302 Tests are satisfied by a U.S. Holder, then such U.S. Holder generally will recognize taxable gain or loss equal to the difference between (a) the amount of cash received pursuant to the Offer (without reduction for withholding tax, if any) and (b) such U.S. Holder’s adjusted tax basis in the tendered Common Shares. A U.S. Holder’s adjusted tax basis generally will be the amount paid to acquire the Common Shares.

Any gain or loss will be long-term capital gain or loss if the holding period for the Common Shares is longer than one year at the time of the sale and will be short-term gain or loss if the holding period is equal to or less than one year. Any long-term capital gain recognized by a non-corporate U.S. Holder generally will be eligible for a reduced rate of taxation. The deductibility of capital losses is subject to limitations. Any gain or loss recognized generally will be treated as “U.S.-source” gain or loss for U.S. foreign tax credit purposes. Consequently, a U.S. Holder may not be able to use the foreign tax credit arising from any Canadian withholding tax imposed on the disposition of the Common Shares. As discussed above under

“Certain Canadian Federal Income Tax Considerations – Non-Resident Shareholders,” any amount paid to a holder of Company Common Shares that is deemed to be a dividend for Canadian tax purposes generally will be subject to Canadian withholding tax. U.S. Holders should review such discussion carefully and discuss the withholding tax, any applicable certifications that may reduce such withholding tax, and the application of the U.S. Treaty and U.S. foreign tax credit rules in their particular circumstances with their tax advisors. The rules governing U.S. foreign tax credits are complex, and U.S. Holders are urged to consult their tax advisors regarding the creditability or deductibility of any foreign taxes. **In view of the deemed dividend tax treatment described above on a sale of Common Shares under the Offer and the resulting Canadian withholding tax, U.S. Holders should consult their tax advisors regarding whether and to what extent selling their Common Shares in the market may be an alternative to selling Common Shares pursuant to the Offer.**

#### ***Distribution in Respect of Common Shares Pursuant to the Offer***

Subject to the PFIC rules discussed below, if none of the Section 302 tests are satisfied by a U.S. Holder, then the full amount received pursuant to the Offer (without reduction for withholding tax, if any) will be treated as a distribution with respect to such U.S. Holder’s Common Shares. For U.S. federal income tax purposes, a distribution generally is treated as a dividend to the extent paid out of the paying corporation’s current or accumulated “earnings and profits”, as determined under U.S. federal income tax principles. To the extent that a distribution exceeds the paying corporation’s current and accumulated earnings and profits, the excess first is treated as a tax-free return of capital to the extent of a shareholder’s tax basis in its shares, and then as capital gain from the sale or exchange of such shares. We do not calculate earnings and profits under U.S. federal income tax principles. U.S. Holders should consult their tax advisors regarding the treatment of the amount received pursuant to the Offer if none of the Section 302 tests are satisfied.

Subject to applicable limitations, including that the Company is not classified as a PFIC (as defined below) for the current taxable year or for the preceding taxable year, dividends paid to certain non-corporate U.S. Holders are eligible for taxation as “qualified dividend income” and therefore would be taxable at rates applicable to long-term capital gains, provided that certain holding period and other requirements are satisfied. The amount of any dividend will be treated as foreign-source dividend income and therefore U.S. Holders may be entitled to a U.S. foreign tax credit in respect of any Canadian withholding tax imposed on the disposition of the Common Shares (subject to general conditions and limitations of the U.S. foreign tax credit rules). As discussed above under “Certain Canadian Federal Income Tax Considerations – Non-Resident Shareholders,” any amount paid to a holder of Company Common Shares that is deemed to be a dividend for Canadian tax purposes generally will be subject to Canadian withholding tax. U.S. Holders should review such discussion carefully and discuss the withholding tax, any applicable certifications that may reduce such withholding tax, and the application of the U.S. Treaty and U.S. foreign tax credit rules in their particular circumstances with their tax advisors. The rules governing U.S. foreign tax credits are complex, and U.S. Holders are urged to consult their tax advisors regarding the creditability or deductibility of any foreign taxes. Any dividends paid will not be eligible for the dividends-received deduction generally allowed to U.S. corporations under the Code.

#### ***Passive Foreign Investment Company Considerations***

Certain adverse tax consequences could apply to a U.S. Holder if the Company is or has been treated as a “passive foreign investment company” within the meaning of Section 1297 of the Code (a “PFIC”) at any time during a U.S. Holder’s holding period. In general, a non-U.S. corporation will be a PFIC with respect to a particular shareholder if, for any taxable year in which the shareholder holds shares, either (i) 75% or more of the corporation’s gross income for the taxable year is “passive income”; or (ii) at least 50% of the value of its assets in a taxable year is attributable to assets that produce or are held for the production of passive income, based on a quarterly weighted average of the fair market value of such assets. For this purpose, “passive income” includes, among other things, dividends, interest, rents or royalties (other than

certain rents or royalties derived from the active conduct of a trade or business), annuities, and gains from assets that produce passive income. Assets that produce or are held for the production of passive income generally include cash, marketable securities and other assets that may produce passive income. If a non-U.S. corporation owns, directly or indirectly, at least 25% by value of the stock of another entity treated as a corporation or partnership for U.S. federal income tax purposes (or, in the case of a partnership, the non-U.S. corporation satisfies active partner tests with respect to the partnership), the non-U.S. corporation is treated for purposes of the PFIC tests as owning its proportionate share of the assets of such entity and as receiving directly its proportionate share of the other entity's income. If the Company were classified as a PFIC for any taxable year that a U.S. Holder held Common Shares, the Company generally would continue to be treated as a PFIC with respect to that U.S. Holder in all succeeding years, even if the Company ceased to satisfy the requirements for being a PFIC. In addition, a U.S. Holder would be treated as owning a proportionate interest in the shares of any non-U.S. subsidiaries treated as PFICs and would be subject to the PFIC rules on a separate basis with respect to its indirect interests in any such lower-tier PFICs. If the Company were a PFIC with respect to a U.S. Holder, then such U.S. Holder generally would be subject to adverse tax consequences upon the sale of Common Shares pursuant to the Offer.

The determination of whether any non-U.S. corporation is a PFIC for a taxable year depends, in part, on the application of complex U.S. federal income tax rules, which are subject to differing interpretations. Based on the Company's analysis of its income and assets, the Company has determined that it was not a PFIC under Section 1297 of the Code for the taxable year ended December 31, 2025. The PFIC determination is made annually at the end of each taxable year and is dependent upon a number of factors, some of which are beyond our control, including the value of our assets and the amount and type of our income. Accordingly, there can be no assurance that the Company has not been or will not be classified as a PFIC for any taxable year.

If the Company were a PFIC for any taxable year during which a U.S. Holder held Common Shares, then gain recognized by such U.S. Holder upon the sale or exchange of the Common Shares, including by reason of satisfying one of the Section 302 Tests in connection with the sale of Common Shares pursuant to the Offer, would be allocated rateably over such U.S. Holder's holding period for the Common Shares. The amounts allocated to the taxable year of the sale or exchange and to any year before the Company became a PFIC would be taxed as ordinary income. The amount allocated to each other taxable year would be subject to tax at the highest rate on ordinary income in effect for individuals or corporations, as appropriate for that taxable year, and an interest charge would be imposed on the resulting tax liability. Certain elections, if made, might result in alternative treatments, as noted below. U.S. Holders are urged to consult their own tax advisors about such elections.

If the Company were a PFIC with respect to a U.S. Holder treated as receiving a distribution with respect to Common Shares, as described above under "Income Tax Considerations – Distribution in Respect of Common Shares Pursuant to the Offer", then any distribution treated as an "excess distribution" generally would be allocated to taxable years and subject to taxation in the same manner as gain, described immediately above. The favorable tax rates generally applicable to long-term capital gains discussed above with respect to dividends paid to non-corporate U.S. Holders would not apply. If we are a PFIC, distributions a U.S. Holder receives from us in a taxable year will be treated as an "excess distribution" if such distributions are greater than 125% of the average annual distributions the U.S. Holder received during the shorter of the three preceding taxable years or the U.S. Holder's holding period for our Common Shares.

A U.S. Holder may be able to mitigate the generally unfavorable U.S. federal income tax rules that apply to the ownership and disposition of stock of a PFIC (including potentially arising from the Offer) by making a timely and effective mark-to-market election under Section 1296 of the Code or by making a timely and effective election under Section 1295 of the Code to treat such non-U.S. corporation as a qualified electing fund, if such elections are available. A description of these elections (and other elections that may be made by a U.S. Holder) is beyond the scope of this discussion. We do not intend to provide the necessary

information for a U.S. Holder to make a qualified electing fund election nor can any assurances be provided that the mark-to-market election will be available.

Subject to certain exceptions, if a U.S. Holder were to own Common Shares during any taxable year in which the Company is a PFIC, that U.S. Holder generally would be required to file IRS Form 8621 both with respect to the Company and with respect to any lower-tier PFICs. Significant penalties are imposed for failing to file IRS Form 8621, and the failure to file such form may suspend the running of the statute of limitations for U.S. federal income tax purposes.

U.S. Holders are urged to consult their own tax advisors regarding the possible PFIC status of the Company for any relevant taxable year and the tax considerations relevant to a sale of the Common Shares pursuant to the Offer.

### ***Receipt of Foreign Currency***

The amount of any distribution paid or payment upon the sale or exchange of Common Shares pursuant to the Offer to a U.S. Holder in foreign currency, generally will be equal to the U.S. dollar value of such foreign currency based on the exchange rate applicable on the date of receipt (regardless of whether such foreign currency is converted into U.S. dollars at that time). A U.S. Holder will have a basis in the foreign currency equal to its U.S. dollar value on the date of receipt. Any U.S. Holder who converts or otherwise disposes of the foreign currency after the date of receipt may have a foreign currency exchange gain or loss that will be treated as ordinary income or loss and generally will be U.S.-source income or loss for foreign tax credit purposes. Different rules may apply to U.S. Holders subject to the accrual method of tax accounting. Each U.S. Holder is urged to consult its own tax advisor regarding the U.S. federal income tax consequences of receiving, owning, and disposing of foreign currency.

### ***Backup Withholding***

Under U.S. federal income tax laws, payments to a tendering Shareholder may be subject to “backup withholding”, at the current rate of 24%, if the tendering Shareholder (a) fails to furnish such Shareholder’s correct U.S. social security or other U.S. taxpayer identification number (generally on IRS Form W-9); (b) is notified by the IRS that such Shareholder has previously failed to properly report items subject to backup withholding; or (c) fails under certain circumstances to certify, under penalty of perjury, that such Shareholder has furnished its correct U.S. taxpayer identification number and that the IRS has not notified such Shareholder that it is subject to backup withholding tax.

A Shareholder that does not provide a correct U.S. taxpayer identification number may be subject to penalties imposed by the IRS. To prevent backup withholding on cash payable pursuant to the Offer, each Shareholder that is a U.S. person (as defined in the instructions to the IRS Form W-9) should provide the Depository or other applicable withholding agent with his, her, or its correct U.S. taxpayer identification number and certify that he, she or it is not subject to backup withholding by completing the IRS Form W-9 included in the Letter of Transmittal.

Backup withholding is not an additional tax. Any amounts withheld under the U.S. backup withholding rules generally may be allowed as a credit against a U.S. Holder’s U.S. federal income tax liability, if any, or may be refunded, if such U.S. Holder furnishes certain required information to the IRS in a timely manner.

### ***Tax Considerations for Shareholders Who Do Not Tender Common Shares Pursuant to the Offer***

Shareholders who do not sell Common Shares pursuant to the Offer will not incur any U.S. federal income tax liability as a result of the consummation of the Offer.

#### **14. Legal Matters and Regulatory Approvals**

Docebo is not aware of any license or regulatory permit that is material to the Company's business that might be adversely affected by the Company's acquisition of Common Shares pursuant to the Offer or, except as noted below, of any approval or other action by any government or governmental, administrative or regulatory authority or agency in any jurisdiction, that would be required for the acquisition of Common Shares by the Company pursuant to the Offer and that has not been obtained on or before the date hereof. Should any such approval or other action be required, the Company currently contemplates that such approval will be sought or other action will be taken. Docebo cannot predict whether it may determine that it must delay the acceptance for payment of Common Shares deposited pursuant to the Offer pending the outcome of any such matter.

There can be no assurance that any such approval or other action, if needed, would be obtained or would be obtained without substantial conditions or that the failure to obtain any such approval or other action might not result in adverse consequences to the Company's business.

The Company's obligations under the Offer to take up and pay for Common Shares are subject to certain conditions. See Section 7 of the Offer to Purchase – "Certain Conditions of the Offer".

#### **15. Source of Funds**

The Company intends to fund any purchase of Common Shares pursuant to the Offer, including related fees and expenses, through a combination of approximately US\$10,000,000 available cash on hand and an approximate US\$60,000,000 draw down on its existing Facility (as defined below) described herein. The Offer is not conditional on the receipt of financing.

On June 22, 2026, the Company entered into a first amending agreement to its amended and restated revolving operating credit facility (the "**Facility**") with National Bank of Canada (the "**Lender**"). The Facility provides for commitments of US\$150,000,000. The Facility matures on February 9, 2029 and bears interest at variable rates plus a margin that varies with the Company's leverage. Borrowings under the Facility are required to be repaid at maturity and may become due and payable prior to maturity if the Facility is accelerated following the occurrence of an event of default. The Facility is secured by first-ranking security interests over substantially all present and after-acquired property of the Company and certain subsidiaries and is guaranteed by certain subsidiaries, and contains customary positive, negative and financial covenants and events of default. Drawdowns from the Facility used to finance the Offer will be repaid from cash flows generated from operations.

#### **16. Dealer Manager**

Canaccord has been retained to serve as the Corporation's financial advisor and dealer manager in connection with the Offer. The Dealer Manager may communicate with investment dealers, stockbrokers, commercial banks, trust companies and dealers with respect to the Offer.

Canaccord and its respective affiliates have provided, and may in the future provide, various investment banking, commercial banking and other services to us, for which they have received, or we expect they will receive, customary compensation from us.

In the ordinary course of business, including in their trading and brokerage operations and in a fiduciary capacity, the Dealer Manager and its respective affiliates may hold positions, both long and short, for their own accounts and for those of their customers, in our securities. The Dealer Manager may from time to time hold Shares in its proprietary accounts, and, to the extent they own Shares in these accounts at the time of the Offer, the Dealer Manager may tender Shares pursuant to the Offer.

## **17. Depositary**

Docebo has appointed TSX Trust Company to act as a depositary for, among other things, (a) the receipt of certificates representing Common Shares and related Letters of Transmittal deposited under the Offer, (b) the receipt of Notices of Guaranteed Delivery delivered pursuant to the procedures for guaranteed delivery set forth in Section 5 of the Offer to Purchase, (c) the receipt from the Company of cash to be paid in consideration of the Common Shares acquired by the Company under the Offer, as agent for the depositing Shareholders, and (d) the transmittal of such cash to the depositing Shareholders, as agent for the depositing Shareholders. The Depositary may contact Shareholders by mail, telephone or electronic mail and may request brokers, dealers and other nominee Shareholders to forward materials relating to the Offer to beneficial owners. The Depositary is not an affiliate of Docebo.

## **18. Fees and Expenses**

Docebo has retained TSX Trust Company to act as the depositary in connection with the Offer. The Depositary will receive reasonable and customary compensation for its services, will be reimbursed for certain reasonable out-of-pocket expenses and will be indemnified against certain liabilities and expenses in connection with the Offer, including certain liabilities under applicable Canadian securities laws. Docebo will not pay any fees or commissions to any broker or dealer or any other person for soliciting deposits of Common Shares pursuant to the Offer. Brokers, dealers, commercial banks and trust companies may, upon request, be reimbursed by the Company for reasonable and necessary costs and expenses incurred by them in forwarding materials to their customers.

Canaccord has been retained by the Company to serve as its dealer manager, financial advisor and deliver a liquidity opinion in connection with the Offer. Canaccord will receive a fee from Docebo for its services.

Docebo is expected to incur expenses of approximately US\$450,000 in connection with the Offer, which includes filing fees, advisory fees and the fees for legal, translation, accounting, depositary, printing and mailing services.

## **19. Statutory Rights**

Securities legislation in the provinces and territories of Canada provides Shareholders with, in addition to any other rights they may have at law, one or more rights of rescission, price revision or to damages, if there is a misrepresentation in a circular or notice that is required to be delivered to the Shareholders. However, such rights must be exercised within prescribed time limits. Shareholders should refer to the applicable provisions of the securities legislation of their province or territory for particulars of those rights or consult a lawyer.

## **20. Valuation and *Bona Fide* Prior Offers**

The Company is relying on the “liquid market exemption” specified in MI 61-101. Accordingly, the valuation requirements of securities regulatory authorities in Canada applicable to issuer bids generally are not applicable in connection with the Offer.

To the knowledge of Docebo or any of its directors or senior officers, after reasonable inquiry, no prior valuation (as such term is defined in MI 61-101) regarding the Company, its securities or its material assets has been made in the 24 months before the date of the Offer.

Except as may be set out in this Circular, no *bona fide* prior offer that relates to the Common Shares or is otherwise relevant to the Offer has been received by the Company during the 24 months preceding the date on which the Offer was publicly announced.

## APPROVAL AND CERTIFICATE

July 20, 2026

The Board of Directors of Docebo Inc. has approved the contents of the Offer to Purchase, the accompanying Circular dated July 20, 2026 and the delivery thereof to Shareholders. The foregoing contains no untrue statement of a material fact and does not omit to state a material fact that is required to be stated or that is necessary to make a statement not misleading in the light of the circumstances in which it was made.

\_\_\_\_\_  
(Signed) *Alessio Artuffo*

Alessio Artuffo  
Chief Executive Officer

\_\_\_\_\_  
(Signed) *Brandon Farber*

Brandon Farber  
Chief Financial Officer

On behalf of the Board of Directors

\_\_\_\_\_  
(Signed) *Jason Chapnik*

Jason Chapnik  
Director

\_\_\_\_\_  
(Signed) *Steven Spooner*

Steven Spooner  
Director

**CONSENT OF GOODMAN'S LLP**

TO: The Board of Directors of Docebo Inc.

We consent to the inclusion of our name in the section titled "Income Tax Considerations – Certain Canadian Federal Income Tax Considerations" in the Circular dated July 20, 2026 of Docebo in connection with its offer to the holders of its Common Shares.

July 20, 2026

(Signed) *Goodmans LLP*

Goodmans LLP

**SCHEDULE A**  
**CANACCORD LIQUIDITY OPINION**

See attached.

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July 20, 2026

**Docebo, Inc.**  
**55 York Street – 12th Floor**  
**Toronto, Ontario**  
**M5J 1R7**

**Re: Liquidity Opinion of Canaccord Genuity**

To the Board of Directors:

Canaccord Genuity Corp. (“**Canaccord Genuity**”, “**we**” or “**us**”) understands that Docebo, Inc. (the “**Issuer**”) intends to make a substantial issuer bid (the “**Offer**”) to purchase for cash up to US\$70,000,000 of its outstanding common shares (“**Common Shares**”) at a price of US\$20.40 per Common Share. We understand that the Offer will constitute an “issuer bid” for purposes of National Instrument 62-104 *Take-Over Bids and Issuer Bids* of the Canadian Securities Administrators (“**NI 62-104**”). Canaccord Genuity understands that the terms and conditions of the Offer will be set forth in an offer to purchase and issuer bid circular to be dated July 20, 2026 and mailed to the holders of the Common Shares in connection with the Offer (the “**Offer to Purchase**”). The terms used herein which are used or defined in the Offer to Purchase and not otherwise defined herein will have the same meaning as used in the Offer to Purchase.

Canaccord Genuity has been retained by the Issuer to prepare and deliver to the Board of Directors of the Issuer (the “**Board**”) an opinion (the “**Liquidity Opinion**”) as to whether, as of the date hereof, (i) a liquid market (as such term is used in Multilateral Instrument 61-101 *Protection of Minority Security Holders in Special Transactions* of the Canadian Securities Administrators (“**MI 61-101**”)) for the Common Shares exists, and (ii) it is reasonable for the Board to conclude that, following the completion of the Offer, there will be a market for holders of the Common Shares who do not tender to the Offer that is not materially less liquid than the market that existed at the time of the making of the Offer. We understand that the Board has sought the Liquidity Opinion from Canaccord Genuity as a basis for relying on an exemption from the requirement to obtain a formal valuation in respect of the Common Shares in accordance with MI 61-101.

**Engagement**

The Issuer engaged Canaccord Genuity as the Issuer’s financial advisor and, together with Canaccord Genuity’s United States affiliate, as dealer manager of the Offer pursuant to an engagement letter dated July 15, 2026 (the “**Engagement Agreement**”). As part of its engagement, Canaccord Genuity has also agreed to render the Liquidity Opinion. The Engagement Agreement provides that Canaccord Genuity is to be paid a fixed fee for all of its services under the Engagement Agreement, no part of which is contingent upon the completion or success of the Offer or the conclusions of the Liquidity Opinion and notwithstanding that the Liquidity Opinion may be subsequently amended, supplemented or withdrawn in accordance with the Engagement Agreement. In addition, Canaccord Genuity is to be reimbursed for its reasonable out-of-pocket expenses and to be indemnified by the Issuer in certain circumstances as set out in the Engagement Agreement. The fees paid to Canaccord Genuity in connection with the Engagement Agreement are not financially material to us. Canaccord Genuity consents to: (i) the inclusion of the Liquidity Opinion in its entirety, and a summary thereof in a form acceptable to Canaccord Genuity, acting reasonably, in the Offer to Purchase to be mailed to holders of Common Shares and to the filing thereof, as necessary, by the Issuer with the securities commissions or similar regulatory authorities in Canada; and (ii) the inclusion of references to the Liquidity Opinion, and a summary thereof in a form acceptable to Canaccord Genuity, acting reasonably, in any press release issued by the Issuer in respect of the Offer.

## Credentials of Canaccord Genuity

Canaccord Genuity is an independent Canadian investment dealer providing investment research, equity sales and trading and investment banking services to a broad range of institutions and corporations. Canaccord Genuity has participated in a significant number of transactions involving public and private companies in various industry sectors and has extensive experience in preparing liquidity opinions. The Liquidity Opinion expressed herein represents the opinion of Canaccord Genuity and its form and content have been approved for release by a committee of its directors and officers, each of whom is experienced in merger, acquisition, divestiture, opinion, valuation, and capital market matters.

## Relationship with Interested Parties

Neither Canaccord Genuity nor any of its affiliates is an “issuer insider”, “associated entity” or “affiliated entity” (as those terms are defined in MI 61-101) of the Issuer or any control person of the Issuer, or any person that would reasonably be expected to be a control person of the Issuer upon successful completion of the Offer (collectively, the “**Interested Parties**”).

Neither Canaccord Genuity nor any of its affiliates has acted as a lead or co-lead underwriter or provided any valuation or financial advisory services to an Interested Party within the past two years (other than pursuant to the Engagement Agreement) or had a material financial interest in any transaction involving an Interested Party. Neither Canaccord Genuity nor any of its affiliates is a lender of any material amount of indebtedness to any Interested Party.

Neither Canaccord Genuity nor any of its affiliates has a material financial interest in the completion of the Offer. The fixed fee payable to Canaccord Genuity pursuant to the Engagement Agreement does not depend in whole or in part on the agreement, arrangement or understanding that gives Canaccord Genuity a financial incentive in respect of the conclusions reached in the Liquidity Opinion or the outcome of the Offer.

There are currently no understandings, agreements or commitments between Canaccord Genuity or any of its affiliates with any Interested Party with respect to future business dealings. Canaccord Genuity acts as a trader and dealer, both as principal and agent, in the financial markets in Canada, the United States and elsewhere and, as such, may have had and may in the future have positions in the securities of the Issuer, including the Common Shares, or any of its associates or affiliates and, from time to time, may have executed or may execute transactions on behalf of such companies or clients for which it received or may receive compensation. As an investment dealer, Canaccord Genuity conducts research on securities and may, in the ordinary course of business, provide research reports and investment advice to its clients on investment matters, including with respect to the Issuer and the Offer. In addition, Canaccord Genuity and its affiliates may, in the ordinary course of their business, provide other financial services to the Issuer or any of its associates or affiliates, including potential financial advisory, investment banking and capital market activities such as raising debt and equity capital.

## Scope of Review

In connection with our Liquidity Opinion, we have reviewed and relied upon (without attempting to independently verify the completeness of or accuracy thereof) or carried out, among other things, the following:

1. information related to the business, operations and financial performance of the Issuer;
2. the most recent draft of the Offer to Purchase (the “**Draft Offer to Purchase**”);
3. the trading activity, volumes, and price history of the Common Shares on the Toronto Stock Exchange (the “**TSX**”), the Nasdaq Stock Exchange (the “**Nasdaq**”) and other alternative trading venues;
4. the profile of the distribution and ownership of the Common Shares, to the extent publicly disclosed or provided to us by the Issuer;
5. the trading activity and volumes of equity securities of other entities listed and traded on the TSX as we determined necessary in order to provide the Liquidity Opinion;
6. the number of Common Shares proposed to be purchased under the Offer relative to (i) the total number of Common Shares issued and outstanding, *less* (ii) the number of Common Shares beneficially owned,

or over which control or direction was exercised, by related parties of the Issuer and Common Shares that were not freely tradable (the “**public float**”);

7. certain public information with respect to the Issuer and the Common Shares;
8. the definition of “liquid market” as outlined in MI 61-101 and certain other parameters in MI 61-101;
9. certain precedent issuer bids that were considered relevant;
10. discussions with senior management of the Issuer; and
11. such other corporate, industry, and financial market information, investigations and analyses as Canaccord Genuity considered necessary or appropriate in the circumstances.

### **Assumptions and Limitations**

With the Board’s approval and as provided for in the Engagement Agreement, Canaccord Genuity has relied upon the completeness, accuracy, and fair presentation of all of the financial (including, without limitation, the financial statements of the Issuer) and other information, data, advice, opinions, or representations obtained by it from public sources, senior management of the Issuer, and their consultants and advisors (collectively, the “**Information**”). The Liquidity Opinion is conditional upon such completeness, accuracy, and fair presentation of such Information. Subject to the exercise of professional judgement and except as expressly described herein, we have not attempted to verify independently the completeness, accuracy, or fair presentation of any of the Information.

Senior officers of the Issuer have represented to Canaccord Genuity in a certificate delivered as of the date hereof, among other things, that: (i) the Information provided orally by, or in the presence of, an officer or employee of the Issuer or in writing by the Issuer, any of its affiliates (as such term is defined in NI 62-104) or any of their respective agents or advisors, for the purpose of preparing the Liquidity Opinion was at the date provided to Canaccord Genuity, and is at the date hereof complete, true and correct in all material respects, and did not and does not contain any untrue statement of material fact, and did not and does not omit to state any material fact necessary to make such Information or any statement contained therein, not misleading in light of the circumstances under which the Information was provided to Canaccord Genuity; and (ii) since the dates on which the Information was provided to Canaccord Genuity, except as disclosed in writing to Canaccord Genuity, there has been no material change or change in material facts, financial or otherwise, which might reasonably be considered material to the Liquidity Opinion.

In preparing the Liquidity Opinion, Canaccord Genuity has made several assumptions, including that the Offer will be completed in accordance with the terms and conditions of, and substantially within the time frames specified in, the Draft Offer to Purchase without any waiver or amendment of any material term or condition thereof, that there will be no significant immediate change in the holdings of the Common Shares other than as a result of the Offer, and that the disclosure provided or incorporated by reference in the Draft Offer to Purchase with respect to the Issuer, its subsidiaries and affiliates and the Offer is accurate in all material respects.

The Liquidity Opinion is rendered on the basis of securities markets, economic, financial and general business conditions prevailing as at the date hereof and conditions affecting the Issuer and the Common Shares at the date hereof.

The Liquidity Opinion has been provided for the use of the Board in determining the availability of an exemption from the formal valuation requirements of MI 61-101 and may not be used by any other person or relied upon by any other person other than the Board without the express prior written consent of Canaccord Genuity. The Liquidity Opinion is given as of the date hereof and Canaccord Genuity disclaims any undertaking or obligation to advise any person of any change in any fact or matter affecting the Liquidity Opinion that may come or be brought to Canaccord Genuity’s attention after the date hereof. Without limiting the foregoing, if there is any material change in any fact or matter affecting the Liquidity Opinion after the date hereof, Canaccord Genuity reserves the right to change, modify, or withdraw the Liquidity Opinion.

Canaccord Genuity believes that its analyses must be considered as a whole and that selecting portions of the analyses or the factors considered by it, without considering all factors and analyses together, could create a misleading view of the process underlying the Liquidity Opinion. The preparation of an opinion is a complex

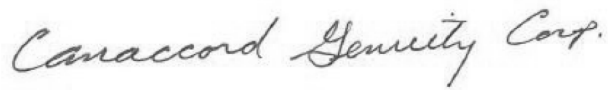
process and is not necessarily susceptible to partial analysis or summary description. Any attempt to do so could lead to undue emphasis on any particular factor or analysis. The Liquidity Opinion is not to be construed as a recommendation to any holder of Common Shares as to whether to tender their Common Shares to the Offer.

For the purposes of the Liquidity Opinion, the phrase "liquid market" has the meaning ascribed thereto in paragraph (b) of subsection 1.2(1) of MI 61-101.

#### **Conclusion**

Based upon and subject to the foregoing, Canaccord Genuity is of the opinion that, as of the date hereof: (i) a liquid market for the Common Shares exists; and (ii) it is reasonable to conclude that, following the completion of the Offer, there will be a market for holders of the Common Shares who do not tender to the Offer that is not materially less liquid than the market that existed at the time of the making of the Offer.

Yours Very Truly,

A handwritten signature in cursive script that reads "Canaccord Genuity Corp.".

**Canaccord Genuity Corp.**

*The Dealer Manager for the Offer is:*

**Canaccord Genuity Corp.**

**By Registered Mail, Mail, Hand or Courier**

40 Temperance Street, Suite 2100

Toronto, ON M5H 0B4

Email: [ecm@cgf.com](mailto:ecm@cgf.com)

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