

March 20, 2024



Filed via SEDAR+

To All Applicable Exchanges and Securities Administrators

**Subject: General Assembly Holdings Limited (the "Issuer")
Notice of Meeting and Record Date**

Dear Sir/Madam:

We are pleased to confirm the following information with respect to the Issuer's upcoming meeting of securityholders:

Meeting Type:	Annual General and Special Meeting
Meeting Date:	May 3, 2024
Record Date for Notice of Meeting:	April 2, 2024
Record Date for Voting (if applicable):	April 2, 2024
Beneficial Ownership Determination Date:	April 2, 2024
Class of Securities Entitled to Vote:	Class A Common
ISIN:	CA66981M4020
Issuer sending proxy materials directly to NOBOs:	No
Issuer paying for delivery to OBOs:	No
Notice and Access for Beneficial Holders:	No
Notice and Access for Registered Holders:	No

In accordance with applicable securities regulations we are filing this information with you in our capacity as agent of the Issuer.

Yours truly,

Odyssey Trust Company
as agent for General Assembly Holdings Limited