

NOTICE OF ANNUAL GENERAL MEETING OF SHAREHOLDERS

To Thinkific Shareholders:

NOTICE IS GIVEN that the annual general meeting of the shareholders (the “**Meeting**”) of Thinkific Labs Inc. (“**Thinkific**”, or, the “**Company**”) will be held virtually on Thursday, June 18, 2026, at 10:00 a.m. (PT), for the purposes of:

- (1) receiving the consolidated financial statements of the Company for the fiscal year ended December 31, 2025, together with the auditor’s report thereon;
- (2) electing directors for the ensuing year;
- (3) re-appointing the auditors of the Company for the ensuing year and authorizing the directors to approve the remuneration to be paid to the auditors; and
- (4) transacting such other business as may properly come before the Meeting.

Thinkific is hosting a virtual only Meeting. Registered Shareholders (as defined in the Circular) and Proxyholders (as defined in the Circular) can attend the Meeting online at meetnow.global/MQDKXZY to participate, vote, and submit questions during the Meeting’s live webcast.

The Company’s board of directors (the “**Board**”) has fixed the close of business on April 30, 2026, as the record date for determining Shareholders (as defined in the Circular) entitled to receive notice of, and to vote at the Meeting.

A Shareholder may attend the Meeting and vote during the virtual Meeting or may be represented and vote by proxy. If you are unable to attend the Meeting virtually, please complete, date, sign and return the accompanying form of proxy included with the management information circular (the “**Circular**”) for use at the Meeting. To be effective, the attached proxy must be received no later than Tuesday, June 16, 2026, at 10:00 a.m. (PT). Your shares will be voted in accordance with your instructions as indicated on the proxy.

Proxy Materials (as defined in the Circular) will be sent to Shareholders using the notice-and-access mechanism. Notice-and-access is a set of rules that allows issuers to post electronic versions of proxy-related materials online rather than mailing paper copies to Shareholders. The Proxy Materials are available free of charge on the Company’s website at investors.thinkific.com/events-and-presentations, and under the Company’s SEDAR+ profile at www.sedarplus.ca. Registered Shareholders and Non-registered Shareholders (each as defined in the Circular) can also request copies of the Proxy Materials by contacting the Company by telephone at 1-888-369-6970.

If you have any questions about or require assistance in completing your form of proxy, or about the information contained in the enclosed Circular, please contact the Company’s Investor Relations department by emailing your request to IR@thinkific.com.

DATED at Vancouver, British Columbia as of May 4, 2026.

By order of the Board,

/s/ Greg Smith

Greg Smith
Co-Founder, Director, and Chief Executive Officer