

purebread

BRANDS INC.

NOTICE OF ANNUAL GENERAL AND SPECIAL MEETING OF SHAREHOLDERS

NOTICE IS HEREBY GIVEN that the annual general and special meeting (the “**Meeting**”) of the shareholders of Purebread Brands Inc. (formerly, Coho Collective Kitchens Inc.) (the “**Company**” or “**Purebread**”) will be held at the Company’s head office at 1623 Pandora Street, Vancouver, British Columbia, V5L 0B1 on **Thursday, September 26, 2024**, at 10:00 a.m. (Pacific Time), for the following purposes:

1. To receive and consider the audited consolidated financial statements of the Company for the years ended March 31, 2024, and March 31, 2023, together with the report of the Auditors thereon;
2. To set the number of directors of the Company for the ensuing year at five (5);
3. To elect directors of the Company for the ensuing year;
4. To appoint BDO Canada LLP, as the auditor of the Company, and to authorize the Company’s board of directors to fix their remuneration;
5. To approve the renewal of the Company’s 10% rolling Amended and Restated Omnibus Equity Incentive Plan as more particularly described in the accompanying Information Circular; and
6. To transact such further or other business as may properly come before the Meeting or any adjournment or adjournments thereof.

Accompanying this Notice is a management information circular of the Company dated August 22, 2024 (the “**Information Circular**”), a form of proxy or voting instruction form and a reply card for use by shareholders who wish to receive the Company’s interim and/or annual financial statements. The accompanying Information Circular provides information relating to the Matters to be addressed at the meeting and is incorporated into this Notice.

The Board has fixed Thursday, **August 22, 2024**, as the record date (the “**Record Date**”). Only shareholders whose names are entered on the register of the Company at the close of business on August 22, 2024, will be entitled to receive notice of and to vote at the Meeting.

Registered shareholders who are unable to attend the Meeting in person and who wish to ensure that their shares will be voted at the Meeting are requested to complete, date and sign the enclosed form of proxy, or another suitable form of proxy and deliver it in accordance with the instructions set out in the form of proxy and in the Information Circular.

Non-registered shareholders who plan to attend the Meeting must follow the instructions set out in the form of proxy or voting instruction form to ensure that their shares will be voted at the Meeting. If you hold your shares in a brokerage account, you are not a registered shareholder.

DATED at Vancouver, British Columbia, this 22nd day of August, 2024.

BY ORDER OF THE BOARD OF DIRECTORS

“Andrew Barnes”

Andrew Barnes
Director and Chief Executive Officer