

GLACIER MEDIA INC.
NOTICE OF ANNUAL GENERAL MEETING OF SHAREHOLDERS
June 24, 2021

TO THE SHAREHOLDERS OF GLACIER MEDIA INC.

Take notice that the annual general meeting of the shareholders of Glacier Media Inc. (“**Glacier**” or the “**Corporation**”) will be held at 2500 – 700 West Georgia Street, Vancouver, British Columbia on Thursday, June 24, 2021 at the hour of 11:00 a.m. (Vancouver time) for the following purposes:

1. To receive and consider the consolidated financial statements of Glacier for the fiscal year ended December 31, 2020, together with the auditor’s report thereon;
2. To elect directors for the ensuing year;
3. To appoint auditors for the ensuing year at a remuneration to be fixed by the Directors;
4. To consider, and if deemed appropriate, approve the non-binding advisory resolution to accept the Corporation’s approach to executive compensation; and
5. To transact such other business as may properly come before the meeting or any adjournment thereof.

The Corporation intends to hold the meeting in person. However, due to the COVID-19 pandemic, the Corporation requests that shareholders do not attend the meeting in person in order to mitigate the risk to the health and safety of our shareholders, directors and employees, as well as to the greater community at large. The Corporation strongly encourages shareholders to instead vote their shares in advance of the meeting by proxy.

If any shareholder does wish to attend the meeting in person, please contact the Chief Financial Officer at osmysnuik@glaciermedia.ca in order for arrangements to be made that comply with all health recommendations, regulations, guidance and orders. Social distancing will be enforced at the meeting and no shareholder who is experiencing symptoms of COVID-19, including fever, cough or difficulty breathing, will be permitted to attend the meeting in person.

The Corporation is monitoring developments regarding the COVID-19 pandemic and may take additional precautionary measures relating to the meeting as necessary. If the Corporation makes any change, such as to the date or location, or elects to hold the meeting solely by remote communication, the Corporation will announce such change as promptly as practicable. The Corporation does not intend to prepare or mail an amended information circular in the event of changes to the meeting format.

NOTES:

- (1) The directors of the Corporation have previously fixed and advertised the close of business on May 20, 2021 as the record date for the determination of shareholders entitled to receive this Notice.
- (2) In order to vote by proxy, registered holders of common shares (“**Shares**”) of the Corporation are requested to date, complete, sign and return the enclosed form of proxy to the Corporation’s registrar and transfer agent, Computershare Investor Services Inc., Proxy Department, 100 University Avenue, 8th Floor, Toronto, Ontario, M5J 2Y1, Facsimile: 1-866-249-7775, on or before 11:00 a.m. (Vancouver time) on June 22, 2021 or if the Meeting is adjourned, at least 48 hours, excluding Saturdays, Sundays and prior to any adjournment thereof. Registered holders of common shares may also complete the proxy vote by telephone or through the Internet as provided for in the form of proxy.
- (3) Non-registered holders of Shares should complete and return the voting instruction form or other authorization provided to them in accordance with the instructions provided therein.

Dated at Vancouver, British Columbia, this 21st day of May, 2021.

BY ORDER OF THE BOARD OF DIRECTORS

“Jonathon Kennedy”

Jonathon J. L. Kennedy
President and Chief Executive Officer