

SENVEST CAPITAL INC.

NOTICE OF ANNUAL MEETING OF SHAREHOLDERS

NOTICE IS HEREBY GIVEN that the 49th Annual Meeting of Shareholders of Senvest Capital Inc. (the “**Company**”) will be held at Centre Mont-Royal, 2200 Mansfield Street, Montreal, Quebec H3A 3R8, on the 18th day of June, 2021, at 10:00 a.m., Montreal time, for the following purposes:

1. to receive the consolidated financial statements of the Company for the year ended December 31, 2020, and the report of the auditors thereon;
2. to elect directors;
3. to appoint auditors and to authorize the directors to fix their remuneration; and
4. to transact such other business as may properly be brought before the meeting or any adjournment or postponement thereof.

The directors have fixed the close of business on May 14, 2021 as the record date for the determination of the shareholders of the Company entitled to receive notice of the above-mentioned meeting (the “**Meeting**”).

Important Information related to the COVID-19 Pandemic

The Company is actively monitoring the coronavirus disease 2019 (COVID-19) situation and is sensitive to the public health and travel concerns shareholders may have and the protocols that federal, provincial and local governments have imposed and may further impose. While the Company plans to take prudent precautions in the holding of the Meeting, it cannot guarantee that the effectiveness of any such precautions will be absolute.

If, for reasons beyond the control of the Company, the Company shall determine that it has become impractical or impermissible to hold the Meeting at the location and/or the time set forth above, the Meeting may be adjourned or otherwise postponed, delayed or altered. Notice of any such adjournment, postponement or alteration will be provided as far in advance of the Meeting as practicable by press release and on the Company’s website at www.senvest.com; however, given the context of ever-evolving facts and circumstances, prior notice of such adjournment, postponement or alteration of the Meeting may need to be given as late as the day of the Meeting. Shareholders are encouraged to check applicable governmental websites and the Company’s website prior to the Meeting for the most current information and instructions.

Given the context of the COVID-19 situation, the Company’s Board of Directors, auditors and other advisors may not attend, and in some cases may not be permitted to cross international borders for the purpose of attending, the Meeting. Moreover, due to government orders concerning the maximum size of public gatherings, public health directives regarding social distancing or otherwise, the Company may be unable to accommodate in-person attendance at

the Meeting by all eligible shareholders intending on doing so. Currently, the Company intends to proceed with the Meeting so long as quorum is satisfied, but attendance in person will be limited to the maximum permitted by law, inclusive of at least one of the management proxyholders named in the enclosed Form of Proxy or a substitute proxyholder, the authorized meeting chair and the scrutineer for the Meeting. The Company reserves the right to refuse in-person admission to the Meeting to any person that the Company believes may pose a health risk to attendees at the Meeting or whose admission would violate applicable governmental orders or public health directives.

Shareholders are strongly encouraged to vote in advance of the Meeting by signing and returning the enclosed Form of Proxy in the envelope provided for that purpose and to not plan on attending the Meeting in person in order to comply with governmental orders concerning the maximum size of public gatherings and public health directives regarding social distancing. Proxies must be received at the Toronto office of the Transfer Agent of the Company, Computershare Investor Services Inc., 100 University Avenue, 9th Floor, Toronto, Ontario M5J 2Y1, Attention: Proxy Department, at least 48 hours prior to the Meeting or any adjournment or postponement thereof. Shares represented by instruments appointing proxies that are not so deposited will not be voted at the Meeting.

BY ORDER OF THE BOARD OF DIRECTORS

(signed) *"Frank Daniel"*

Montreal, Quebec
May 3, 2021

FRANK DANIEL
Secretary-Treasurer