



100 University Avenue, 8th floor
Toronto ON, M5J 2Y1
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Date: July 30, 2020

To: All Canadian Securities Regulatory Authorities

Subject: THE SECOND CUP LTD

Dear Sir/Madam:

We advise of the following with respect to the upcoming Meeting of Security Holders for the subject Issuer:

Meeting Type :	Annual and Special Meeting
Record Date for Notice of Meeting :	August 24, 2020
Record Date for Voting (if applicable) :	August 24, 2020
Beneficial Ownership Determination Date :	August 24, 2020
Meeting Date :	September 24, 2020
Meeting Location (if available) :	TBA
Issuer sending proxy related materials directly to NOBO:	No
Issuer paying for delivery to OBO:	Yes

Notice and Access (NAA) Requirements:

NAA for Beneficial Holders	No
NAA for Registered Holders	No

Voting Security Details:

Description	CUSIP Number	ISIN
COMMON SHARES	81313P106	CA81313P1062

Sincerely,

Computershare

Agent for THE SECOND CUP LTD