

July 24, 2020



530-8th Avenue SW, 6th floor
Calgary AB, T2P 3S8
www.computershare.com

To: All Canadian Securities Regulatory Authorities

Subject: TRUSTED BRAND 2016 INC.

Dear Sir/Madam:

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

Meeting Type :	Special Meeting
Record Date for Notice of Meeting :	August 10, 2020
Record Date for Voting (if applicable) :	August 10, 2020
Beneficial Ownership Determination Date :	August 10, 2020
Meeting Date :	September 10, 2020
Meeting Location (if available) :	Calgary, AB
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	89836B108	CA89836B1085

Sincerely,

Computershare

Agent for TRUSTED BRAND 2016 INC.