



REPORT OF VOTING RESULTS

In accordance with Section 11.3 of *National Instrument 51-102 – Continuous Disclosure Obligations*, the following sets out the matters voted upon at the annual general meeting of shareholders (the “Meeting”) of illumin Holdings Inc. (the “Corporation”) held on June 11, 2025. Each of the matters set out below is described in greater detail in the Corporation’s management information circular dated May 6, 2025 (the “Circular”).

1. Election of Directors

The seven (7) nominees for director set forth in the Circular were elected by a majority of the votes cast by shareholders present or represented by proxy at the Meeting. The votes cast for each nominee were as follows:

Nominee	Votes “For”	% Votes For	Votes “Against”	% Votes Against
Sheldon Pollack	14,228,168	98.969%	148,251	1.031%
David Andrews	14,227,593	98.965%	148,826	1.035%
Roger Dent	10,794,948	75.088%	3,581,471	24.912%
Tal Hayek	14,216,272	98.886%	160,147	1.114%
Paul Khawaja	14,225,634	98.951%	150,785	1.049%
Michele Tobin	14,223,844	99.008%	142,575	0.992%
Yishay Waxman	14,216,592	98.888%	159,827	1.112%

2. Appointment of Auditor

PricewaterhouseCoopers LLP were appointed as the Company’s auditors by a majority of the votes cast by shareholders present or represented by proxy at the Meeting, and the directors were authorized to fix the auditors’ compensation. The votes were cast as follows:

Appointment of Auditor			
Votes “For”	% Votes For	Votes “Withhold”	% Voted Withhold
17,061,551	97.061%	516,625	2.939%

DATED this 12th day of June, 2025

ILLUMIN HOLDINGS INC.

By: (Signed) “*Elliot Muchnik*”

Name: Elliot Muchnik

Title: Chief Financial Officer