

**GOODFOOD MARKET CORP.**

(the "Company")

**FORM OF PROXY ("PROXY")**

Annual and Special Meeting  
Wednesday, January 8, 2020 at 10:00 a.m. (Montréal time)  
Offices of Fasken Martineau DuMoulin LLP,  
800 Rue du Square-Victoria, suite 3700, Montréal, Québec, Canada  
(the "Meeting")

**RECORD DATE:** November 29, 2019**CONTROL NUMBER:****SEQUENCE #:****FILING DEADLINE FOR PROXY:** Monday, January 6, 2020 at 10:00 a.m. (Montréal time)

| VOTING METHOD         |                                                                                                                        |
|-----------------------|------------------------------------------------------------------------------------------------------------------------|
| INTERNET              | Go to <a href="http://www.voteproxyonline.com">www.voteproxyonline.com</a> and enter the 12 digit control number above |
| FACSIMILE             | 416-595-9593                                                                                                           |
| MAIL or HAND DELIVERY | TSX Trust Company<br>301 - 100 Adelaide Street West<br>Toronto, Ontario, M5H 4H1                                       |

The undersigned hereby appoints **Jonathan Ferrari, Chairman and Chief Executive Officer** of the Company, whom failing **Neil Cuggy, President and Chief Operating Officer** of the Company (the "Management Nominees"), or instead of any of them, the following Appointee

*Please print appointee name*

as proxyholder on behalf of the undersigned with the power of substitution to attend, act and vote for and on behalf of the undersigned in respect of all matters that may properly come before the Meeting and at any adjournment(s) or postponement(s) thereof, to the same extent and with the same power as if the undersigned were personally present at the said Meeting or such adjournment(s) or postponement(s) thereof in accordance with voting instructions, if any, provided below.

- SEE VOTING GUIDELINES ON REVERSE -

**RESOLUTIONS – MANAGEMENT VOTING RECOMMENDATIONS ARE INDICATED BY HIGHLIGHTED TEXT ABOVE THE BOXES****1. Election of Directors**

- a) Jonathan Ferrari
- b) Neil Cuggy
- c) Hamnett Hill
- d) Donald Olds
- e) Terry Yanofsky
- f) François Vimard

**FOR****WITHHOLD**

|                          |                          |
|--------------------------|--------------------------|
| <input type="checkbox"/> | <input type="checkbox"/> |
| <input type="checkbox"/> | <input type="checkbox"/> |
| <input type="checkbox"/> | <input type="checkbox"/> |
| <input type="checkbox"/> | <input type="checkbox"/> |
| <input type="checkbox"/> | <input type="checkbox"/> |
| <input type="checkbox"/> | <input type="checkbox"/> |

**2. Appointment of Auditors**

Appointment of **KPMG LLP** as Auditors of the Company for the ensuing year and authorizing the Directors to fix their remuneration.

**FOR****WITHHOLD**

|                          |                          |
|--------------------------|--------------------------|
| <input type="checkbox"/> | <input type="checkbox"/> |
|--------------------------|--------------------------|

**3. Option Plan**

To consider, and if deemed advisable, pass an ordinary resolution authorizing the increase of the amount of Options and other awards, and shares issuable pursuant to the exercise of Options or other awards, available for issuance under the Stock Option Plan or any other security-based compensation arrangement of the Company, the whole as set forth in Annex C of the Management Proxy Circular.

**FOR****AGAINST**

|                          |                          |
|--------------------------|--------------------------|
| <input type="checkbox"/> | <input type="checkbox"/> |
|--------------------------|--------------------------|

This proxy revokes and supersedes all earlier dated proxies and **MUST BE SIGNED**

*PLEASE PRINT NAME*

*Signature of registered owner(s)*

*Date (MM/DD/YYYY)*

## Proxy Voting – Guidelines and Conditions

1. **THIS PROXY IS SOLICITED BY MANAGEMENT OF THE COMPANY.**
2. **THIS PROXY SHOULD BE READ IN CONJUNCTION WITH THE MEETING MATERIALS PRIOR TO VOTING.**
3. **If you appoint the Management Nominees to vote your securities, they will vote in accordance with your instructions or, if no instructions are given, in accordance with the Management Voting Recommendations highlighted for each Resolution on the reverse. If you appoint someone else to vote your securities, they will also vote in accordance with your instructions or, if no instructions are given, as they in their discretion choose.**
4. This proxy confers discretionary authority on the person named to vote in his or her discretion with respect to amendments or variations to the matters identified in the Notice of the Meeting accompanying the proxy or such other matters which may properly come before the Meeting or any adjournment or postponement thereof.
5. **Each security holder has the right to appoint a person other than the Management Nominees specified herein to represent them at the Meeting or any adjournment or postponement thereof.** Such right may be exercised by inserting in the space labeled “*Please print appointee name*”, the name of the person to be appointed, who need not be a security holder of the Company.
6. To be valid, this proxy must be signed. Please date the proxy. If the proxy is not dated, it is deemed to bear the date of its mailing to the security holders of the Company.
7. To be valid, this proxy must be filed using one of the ***Voting Methods*** and ***must be received by TSX Trust Company*** before the ***Filing Deadline for Proxies***, noted on the reverse or in the case of any adjournment or postponement of the Meeting not less than 48 hours (Saturdays, Sundays and holidays excepted) before the time of the adjourned or postponed meeting. Late proxies may be accepted or rejected by the Chairman of the Meeting in his discretion, and the Chairman is under no obligation to accept or reject any particular late proxy.
8. If the security holder is a corporation, the proxy must be executed by an officer or attorney thereof duly authorized, and the security holder may be required to provide documentation evidencing the signatory’s power to sign the proxy.
9. Guidelines for proper execution of the proxy are available at [www.stac.ca](http://www.stac.ca). Please refer to the Proxy Protocol.

## Investor inSite

TSX Trust Company offers at no cost to security holders, the convenience of secure 24-hour access to all data relating to their account including summary of holdings, transaction history, and links to valuable security holder forms and Frequently Asked Questions.

To register, please visit  
[www.tsxtrust.com/investorinsite](http://www.tsxtrust.com/investorinsite)

Click on, “*Register Online Now*” and complete the registration form. Call us toll free at 1-866-600-5869 with any questions.

## Request for Financial Statements

In accordance with securities regulations, security holders may elect to receive Annual Financial Statements, Interim Financial Statements and MD&As.

Instead of receiving the financial statements by mail, you may choose to view these documents on SEDAR at [www.sedar.com](http://www.sedar.com).

I am currently a security holder of the Company and as such request the following:

- ☐ Annual Financial Statements with MD&A  
(Mark this box to NOT receive Annual Financial Statements and related MD&A)
- ☐ Interim Financial Statements with MD&A  
(Mark this box to receive Interim Financial Statements and related MD&A)

If you are casting your vote online and wish to receive financial statements, please complete the online request for financial statements following your voting instructions.

If the cut-off time has passed, please fax this side to 416-595-9593

- ☐ Check this box if you wish to receive the selected financial statements electronically and print your email address below

*E-mail (optional)*

By providing my email address, I hereby acknowledge and consent to all provisions outlined in the following: <https://www.tsxtrust.com/consent-to-electronic-delivery?lang=en>

GOODFOOD MARKET CORP.  
2020