

Security Class

Holder Account Number

Fold

Form of Proxy - Annual General and Special Meeting to be held on Wednesday, November 24, 2021

This Form of Proxy is solicited by and on behalf of Management.

Notes to proxy

1. Every holder has the right to appoint some other person or company of their choice, who need not be a holder, to attend and act on their behalf at the meeting or any adjournment or postponement thereof. If you wish to appoint a person or company other than the persons whose names are printed herein, please insert the name of your chosen proxyholder in the space provided (see reverse).
2. If the securities are registered in the name of more than one owner (for example, joint ownership, trustees, executors, etc.), then all those registered should sign this proxy. If you are voting on behalf of a corporation or another individual you must sign this proxy with signing capacity stated, and you may be required to provide documentation evidencing your power to sign this proxy.
3. This proxy should be signed in the exact manner as the name(s) appear(s) on the proxy.
4. If this proxy is not dated, it will be deemed to bear the date on which it is mailed by Management to the holder.
5. **The securities represented by this proxy will be voted as directed by the holder, however, if such a direction is not made in respect of any matter, this proxy will be voted as recommended by Management.**
6. The securities represented by this proxy will be voted in favour or withheld from voting or voted against each of the matters described herein, as applicable, in accordance with the instructions of the holder, on any ballot that may be called for and, if the holder has specified a choice with respect to any matter to be acted on, the securities will be voted accordingly.
7. This proxy confers discretionary authority in respect of amendments or variations to matters identified in the Notice of Meeting or other matters that may properly come before the meeting or any adjournment or postponement thereof.
8. This proxy should be read in conjunction with the accompanying documentation provided by Management.

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Proxies submitted must be received by 9:30 am (Vancouver Time) on Monday, November 22, 2021

VOTE USING THE TELEPHONE OR INTERNET 24 HOURS A DAY 7 DAYS A WEEK!



To Vote Using the Telephone

- Call the number listed BELOW from a touch tone telephone.

1-866-732-VOTE (8683) Toll Free



To Vote Using the Internet

- Go to the following web site: www.investorvote.com
- **Smartphone?**
Scan the QR code to vote now.



If you vote by telephone or the Internet, DO NOT mail back this proxy.

Voting by mail may be the only method for securities held in the name of a corporation or securities being voted on behalf of another individual. **Voting by mail or by Internet** are the only methods by which a holder may appoint a person as proxyholder other than the Management nominees named on the reverse of this proxy. Instead of mailing this proxy, you may choose one of the two voting methods outlined above to vote this proxy.

To vote by telephone or the Internet, you will need to provide your CONTROL NUMBER listed below.

CONTROL NUMBER



Appointment of Proxyholder

I/We being holder(s) of Justify Capital Corp. hereby appoint: Richard A. Graham, President & CEO, or failing him, Brian E. Bayley, Director

OR

Print the name of the person you are appointing if this person is someone other than the Management Nominees listed herein.

as my/our proxyholder with full power of substitution and to attend, act and to vote for and on behalf of the shareholder in accordance with the following direction (or if no directions have been given, as the proxyholder sees fit) and all other matters that may properly come before the Annual General and Special Meeting of shareholders of Justify Capital Corp. (the "Company") to be held at Suite 1703, 595 Burrard Street, Vancouver, British Columbia V7X 1J1 and by teleconference on Wednesday, November 24, 2021 at 9:30 am (Vancouver Time) and at any adjournment or postponement thereof.

VOTING RECOMMENDATIONS ARE INDICATED BY **HIGHLIGHTED TEXT** OVER THE BOXES.

1. Appointment of Auditors

Appointment of Davidson & Company LLP as auditors of the Company for the ensuing year.

For Withhold

For Against

2. Number of Directors

To fix the number of directors to be elected at four (4) prior to the completion of the business combination of the Company and Everyday People Financial Inc. (the "Qualifying Transaction").

3. Election of Directors (Pre-Qualifying Transaction)

For Withhold

For Withhold

For Withhold

01. Richard Graham

02. Donn Burchill

03. Scott McLean

04. Brian E. Bayley

For Against

4. Number of Directors

To fix the number of directors to be elected at eight (8) conditional upon, and concurrently with, the completion of the Qualifying Transaction with Everyday People Financial Inc.

5. Election of Directors (Post-Qualifying Transaction)

For Withhold

For Withhold

For Withhold

01. Barret Reykdal

02. Jamie Horvat

03. Nitin Kaushal

04. Remo Mancini

05. Rob Pollock

06. David Robinson

07. Scott Sinclair

08. Amy ter Haar

For Against

6. Approval of Option Plan

To consider and, if deemed advisable, to pass, with or without variation, an ordinary resolution, the full text of which is set forth in the accompanying management information circular ("Information Circular") prepared for the purposes of the Meeting, approving the Company's existing stock option plan, all as more particularly described in the Information Circular.

7. Approval of Resulting Issuer Share Incentive Plan

To consider and, if deemed advisable, to pass, with or without variation, an ordinary resolution of disinterested shareholders of the Company, the full text of which is set forth in the Information Circular, confirming and approving the new omnibus share incentive plan, to become effective upon the closing of the Qualifying Transaction, all as more particularly described in the Information Circular.

8. Approval of Continuance

To consider and, if deemed advisable, to pass, with or without variation, a special resolution, the full text of which is set forth in the Information Circular, approving the continuance of the Company from the Province of British Columbia under the Business Corporations Act (British Columbia) to the Province of Alberta under the Business Corporations Act (Alberta) under the name "Everyday People Financial Corp.", or such other name as may be approved by the board of directors of the Company (the "Continuance"), and to approve the adoption of by-laws of the Company effective upon such Continuance, all as more particularly described in the Information Circular.

Signature of Proxyholder

Signature(s)

Date

I/We authorize you to act in accordance with my/our instructions set out above. I/We hereby revoke any proxy previously given with respect to the Meeting. If no voting instructions are indicated above, and the proxy appoints the Management Nominees, this Proxy will be voted as recommended by Management.

MM / DD / YY

Annual Financial Statements – Mark this box if you would NOT like to receive the Annual Financial Statements and accompanying Management's Discussion and Analysis by mail.

If you are not mailing back your proxy, you may register online to receive the above financial report(s) by mail at www.computershare.com/maillinglist.

