



# EVERYDAY PEOPLE FINANCIAL CORP.



Trader's Bank Building  
702, 67 Yonge St.  
Toronto, ON M5E 1J8

## Voting Instruction Form ("VIF") – Annual and Special Meeting to be held on July 25, 2024

### Appointment of Proxyholder

I/We being the undersigned holder(s) of **Everyday People Financial Corp.** hereby appoint **Barret Reykdal, Co-Chief Executive Officer** or failing this person, **Gordon Reykdal, Executive Chairman** (the "Management Nominees")

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 holder 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 and Special Meeting of Everyday People Financial Corp. to be held virtually at <https://web.lumiagm.com/204368260> at 10:00 a.m. (mountain daylight time) on July 25, 2024 or at any adjournment thereof.

	For	Withhold		For	Withhold		For	Withhold
<b>1. Election of Directors.</b>								
a. David Guebert	<input type="checkbox"/>	<input type="checkbox"/>	b. Nitin Kaushal	<input type="checkbox"/>	<input type="checkbox"/>	c. Barret Reykdal	<input type="checkbox"/>	<input type="checkbox"/>
d. Gordon Reykdal	<input type="checkbox"/>	<input type="checkbox"/>	e. Graham Rankin	<input type="checkbox"/>	<input type="checkbox"/>	f. Scott Sinclair	<input type="checkbox"/>	<input type="checkbox"/>
g. Amy ter Haar	<input type="checkbox"/>	<input type="checkbox"/>						
<b>2. Appointment of Auditors.</b> To approve the re-appointment of RSM Canada LLP to serve as auditor of the Company until the next annual meeting of shareholders, or until a successor is otherwise appointed prior thereto, and to authorize the Board to fix the auditor's remuneration.							For	Withhold
							<input type="checkbox"/>	<input type="checkbox"/>
<b>3. Omnibus Share Incentive Plan.</b> To consider, and, if deemed advisable, to pass, with or without variation, an ordinary resolution of disinterested shareholders of the Company confirming and approving the Omnibus Share Incentive Plan.							For	Against
							<input type="checkbox"/>	<input type="checkbox"/>

### Authorized Signature(s) – This section must be completed for your instructions to be executed.

Signature(s):

Date

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

\_\_\_\_\_ / \_\_\_\_ / \_\_\_\_  
**MM / DD / YY**

**Interim Financial Statements** – Check the box to the right if you would like to **RECEIVE** Interim Financial Statements and accompanying Management's Discussion & Analysis by mail. See reverse for instructions to sign up for delivery by email.

**Annual Financial Statements** – Check the box to the right if you would like to **RECEIVE** the Annual Financial Statements and accompanying Management's Discussion and Analysis by mail.

**This VIF is solicited by and on behalf of Management.**

**VIFs must be received by 10:00 a.m. (mountain daylight time) on July 23, 2024.**

**Notes to VIF**

1. Each holder has the right to appoint a person, who need not be a holder, to attend and represent him or her at the **Annual and Special Meeting**. If you wish to appoint a person other than the persons whose names are printed herein, please insert the name of your chosen proxyholder in the space provided on the reverse.
2. If the securities are registered in the name of more than one holder (for example, joint ownership, trustees, executors, etc.) then all of the registered owners must sign this VIF in the space provided on the reverse. If you are voting on behalf of a corporation or another individual, you may be required to provide documentation evidencing your power to sign this VIF with signing capacity stated.
3. This VIF should be signed in the exact manner as the name appears on the VIF.
4. If this VIF is not dated, it will be deemed to bear the date on which it is mailed by Management to the holder. VIF will be voted as recommended by Management.
5. The securities represented by this VIF will be voted or withheld from voting, 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.
6. This VIF confers discretionary authority in respect of amendments to matters identified in the Notice of Meeting or other matters that may properly come before the meeting. VIF should be read in conjunction with the accompanying documentation provided by Management.

**INSTEAD OF MAILING THIS VIF, YOU MAY SUBMIT YOUR VIF USING SECURE ONLINE VOTING AVAILABLE ANYTIME:**



**To Vote Your VIF Online please visit:**

<https://vote.odysseytrust.com>

You will require the **CONTROL NUMBER** printed with your address to the right.

If you vote by Internet, **do not mail** this VIF.

**To Virtually Attend the Meeting:**

You can attend the meeting virtually by visiting <https://web.lumiagm.com> and entering the meeting ID 204-368-260. For further information on the virtual

Shareholder Address and Control Number Here

AGM and how to attend it, please view the management information circular of the company.

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. A return envelope has been enclosed for voting by mail.