

AVANT BRANDS INC.

Notice of Annual General Meeting of Shareholders

To be held on May 30, 2023, at 1:00 p.m. (PDT)

NOTICE IS HEREBY GIVEN that the annual general meeting (the “Meeting”) of shareholders (the “Shareholders”) of Avant Brands Inc. (the “Company”) will be held as a virtual meeting on May 30, 2023, at 1:00 p.m. (PDT) for the following purposes, as more particularly described in the attached management information circular (the “Circular”):

1. to receive and consider the audited consolidated financial statements of the Company for the financial years ended November 30, 2022 and 2021, together with the auditors’ report thereon (the “Annual Financial Statements”);
2. to elect the directors of the Company for the ensuing year, as more fully described in the Circular;
3. to re-appoint Ernst & Young LLP, Chartered Professional Accountants, as the auditors of the Company for the ensuing year and to authorize the board of directors of the Company (the “Board”) to fix their remuneration; and
4. to transact such other business as may properly be brought before the Meeting or any adjournment or postponement thereof.

The Board has fixed the close of business on April 11, 2023, as the record date (the “Record Date”) for determining Shareholders entitled to receive notice of and to vote at the Meeting and any adjournment or postponement thereof. Only Shareholders whose names have been entered in the register of Shareholders at the close of business on the Record Date will be entitled to receive notice of and to vote at the Meeting.

The Company is providing a virtual-only format in order to provide Shareholders with an equal opportunity to attend and participate at the Meeting, regardless of the particular constraints, circumstances or risks that they may be facing as a result of COVID-19. Shareholders wishing to virtually attend the Meeting may do so by calling 1-800-319-4610 (toll-free Canada/U.S.) or +1-604-638-5340 (International) approximately five minutes prior to the commencement of the Meeting (or ten minutes prior to the commencement of the Meeting for registered Shareholders and duly appointed proxyholders that are pre-registered and intend to participate in and vote at the Meeting) and asking the operator to join the annual general meeting of the Shareholders of Avant Brands Inc. Registered Shareholders and duly appointed proxyholders may participate and vote in the Meeting by pre-registering to participate as outlined below. Registered Shareholders and duly appointed proxyholders that have pre-registered will have the opportunity to speak during the Meeting and participate in telephone voting. All other Shareholders may attend the Meeting via teleconference without pre-registering, however they will not be permitted to vote or to ask questions during the Meeting.

In order to be permitted to participate and vote during the Meeting, registered Shareholders and duly appointed proxyholders must pre-register via the following link prior to 1:00 p.m. (PDT) on May 26, 2023: <https://services.choruscall.ca/DiamondPassRegistration/register?confirmationNumber=10021733&linkSecurityString=1977fc734f>. After pre-registration has been completed, pre-registered Shareholders and duly appointed proxyholders will see on screen a unique PIN they have been assigned and dial-in phone numbers they will use to join the conference call. These details will also be sent to the pre-registered Shareholders and duly appointed proxyholders by email in the form of a calendar booking. It is recommended that pre-registered Shareholders and duly appointed proxyholders that intend to participate in and vote at the Meeting attempt to connect at least ten minutes prior to the commencement of the Meeting. Shareholders will not be able to physically attend the Meeting. Please monitor the Company’s website at www.avantbrands.ca/investor for additional information and instructions.

The Company strongly encourages each Shareholder to submit a form of proxy or voting instruction form in advance of the Meeting using one of the methods described below and in the Circular. Registered Shareholders should complete, date and sign a proxy form in advance of the Meeting and return it to Computershare Investor Services Inc. (“Computershare”), Attention: Proxy Department, by mail at: 100 University Ave, 8th Floor, Toronto,

Ontario M5J 2Y1, by fax at: 1-866-249-7775 within North America, and outside North America at: (416) 263-9524, by telephone at 1-866-732-VOTE (8683) (toll free within North America) or 1-312-588-4290 (outside North America) or by electronic voting through using the 15 digit control number located at the bottom of your proxy at www.investorvote.com in each case by 1:00 p.m. (PDT) on May 26, 2023 or 48 hours (excluding Saturdays, Sundays and holidays) before any adjournment or postponement of the Meeting. Votes cast electronically are in all respects equivalent to, and will be treated in the exact same manner as, votes cast via a paper proxy form. Further details on the electronic voting process are provided in the form of proxy. Beneficial Shareholders who receive the Meeting materials through their broker or other intermediary should complete and return their form of proxy or voting information form in accordance with the instructions provided by their broker or intermediary. **Shareholders are reminded to review the Circular prior to voting.**

The Board has, by resolution, fixed 1:00 p.m. (PDT) on May 26, 2023, or in the event of an adjournment or postponement of the Meeting, 48 hours before the time of the adjourned or postponed Meeting (excluding Saturdays, Sundays and holidays), as the time before which proxy forms to be used or acted upon at the Meeting, or any adjournment or postponement thereof, must be deposited with the Company's transfer agent and registrar, Computershare. Alternatively, a proxy form may be given to the Chair of the Meeting at which the proxy form is to be used. Late forms of proxy may be accepted or rejected by the Chair of the Meeting in his or her discretion, and the Chair is under no obligation to accept or reject any particular late form of proxy.

The Company has elected to use the "notice-and-access" mechanism provided for under National Instrument 54-101 – *Communication with Beneficial Owners of Securities of a Reporting Issuer* to deliver the Meeting materials to Shareholders, including this Notice of Annual General Meeting of Shareholders, the Circular, the Annual Financial Statements and the management's discussion and analysis ("MD&A") for the three and twelve months ended November 30, 2022 (the "Annual MD&A"). This means that, rather than receiving paper copies of the Meeting materials in the mail, Shareholders as of the Record Date will have access to electronic copies of the Meeting materials on the Company's website at www.avantbrands.ca/investor and under the Company's profile on the System for Electronic Document Analysis and Retrieval at www.sedar.com. The Meeting materials will remain on the Company's website for a period of one year.

Shareholders as of the Record Date will receive a package in the mail containing information explaining how to access and review the Meeting materials electronically and how to request a paper copy of such materials free of charge, and a proxy form or a voting instruction form so that Shareholders can vote their common shares in the capital of the Company. In addition, the package will include a place to request copies of the Annual Financial Statements, the Annual MD&A and/or the Company's interim financial statements and MD&A and a consent for electronic delivery.

Prior to the Meeting and for up to one year thereafter, those Shareholders who wish to receive paper copies of the Meeting materials may request them by calling 1-833-709-0066. If a request for paper copies is received before the Meeting, the Meeting materials will be sent to such Shareholders at no cost within three business days of the request. If a request for paper copies is received on or after the Meeting, and within one year of the Meeting materials being filed, the Meeting materials will be sent to such Shareholders within 10 calendar days after receiving the request. To receive paper copies of the Meeting materials in advance of the proxy deposit deadline, your request should be received by no later than May 12, 2023.

DATED at Kelowna, British Columbia, this 17th day of April, 2023.

BY ORDER OF THE BOARD OF DIRECTORS

(signed) Jurgen Schreiber

Jurgen Schreiber
Chair of the Board