

ARITZIA INC.

NOTICE OF ANNUAL MEETING OF SHAREHOLDERS

To the holders of Subordinate Voting Shares and holders of Multiple Voting Shares:

NOTICE IS HEREBY GIVEN that an annual meeting of the shareholders of Aritzia Inc. (the "**Meeting**") will be held on July 11, 2017 at 2:00 p.m. (Vancouver time) at the Fairmont Pacific Rim Hotel, Star Sapphire C Room, located at 1038 Canada Place in Vancouver, British Columbia for the following purposes:

1. receiving Aritzia's annual consolidated financial statements for the financial year ended February 26, 2017, including the external auditors' report thereon;
2. electing directors who will serve until the end of the next annual meeting of shareholders;
3. appointing external auditors, who will serve until the end of the next annual meeting of shareholders and authorizing the directors of the Company to fix their remuneration; and
4. considering other business that may properly come before the meeting or any adjournment thereof.

In this Notice, "we", "us", "our", "Aritzia" and "the Company" refer to Aritzia Inc. and all entities controlled by it unless the context otherwise requires. "You" and "your" refer to Aritzia shareholders.

You have the right to vote

You are entitled to receive notice of and vote at the Meeting or any adjournment of the Meeting if you were a holder of Aritzia Inc. Subordinate Voting Shares or Multiple Voting Shares on the record date, which the board of directors of the Company has fixed as May 26, 2017.

Your vote is important

As an Aritzia shareholder, it is important that you read the accompanying Management Information Circular carefully. You have different voting rights depending on whether you own Subordinate Voting Shares or Multiple Voting Shares.

You are entitled to vote at the Meeting either in person or by proxy. If you are unable to attend the Meeting in person, you are requested to vote your shares using the enclosed form of proxy or voting instruction form, as applicable.

Registered shareholders should complete and sign the enclosed form of proxy and return it in the envelope provided. Alternative methods of voting by proxy are outlined in the accompanying Management Information Circular.

Proxies must be received by the Company's transfer agent, TSX Trust Company, Suite 300, 200 University Avenue Toronto, Ontario, Canada, M5H 4H1, Attention: Proxy Department or send it by facsimile to 1-416-595-9593, by no later than 2:00 p.m. (Vancouver time) July 7, 2017 or two business days before the commencement of any adjournment(s) or postponement(s) of the Meeting. Alternatively, registered shareholders may attend the Meeting and vote in person by registering at the registration table on the day of the Meeting prior to the commencement of the Meeting.

If you are a non-registered shareholder, you should review the voting instruction form provided by your intermediary, which sets out the procedures to be followed for voting shares held through intermediaries.

Shareholders who are planning to attend the meeting and who require special arrangements for hearing or access impairment should contact Investor Relations at investors@aritzia.com.

Shareholders are reminded to review the Management Information Circular before voting.

By order of the Board of Directors,

(signed) Jennifer Wong

Jennifer Wong
Corporate Secretary
Vancouver, British Columbia
May 26, 2017