

ARITZIA INC.

NOTICE OF ANNUAL GENERAL MEETING OF SHAREHOLDERS

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

NOTICE IS HEREBY GIVEN that an annual general meeting of the shareholders of Aritzia Inc. (the "**Meeting**") will be held on July 10, 2019 at 3:00 p.m. (Vancouver time) at the Fairmont Pacific Rim Hotel, Emerald Room, located at 1038 Canada Place in Vancouver, British Columbia V6C 0B9 for the following purposes:

1. to receive Aritzia's annual consolidated financial statements for the financial year ended March 3, 2019, including the external auditors' report thereon;
2. to elect the directors who will serve until the end of the next annual meeting of shareholders;
3. to appoint the 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. to consider other business that may properly come before the meeting or any adjournment or postponement 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 or postponement of the Meeting if you were a holder of our Subordinate Voting Shares or Multiple Voting Shares on the record date, which the board of directors of the Company has fixed as May 24, 2019.

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, 301-100 Adelaide Street West, Toronto, Ontario, Canada, M5H 4H1, Attention: Proxy Department or send it by facsimile to 1-416-595-9593, by no later than 3:00 p.m. (Vancouver time) July 8, 2019 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.

This year, as permitted by Canadian securities regulators, we are using “notice-and-access” to deliver our Meeting materials. Accordingly, this Notice of Meeting and the accompanying Management Information Circular, and Aritzia’s audited annual financial statements for the financial year ended March 3, 2019, along with the related management discussion and analysis, have been posted at <https://docs.tsxtrust.com/2035> and under Aritzia’s profile on www.SEDAR.com.

Shareholders can contact our transfer agent, TSX Trust Company, toll free at 1-866-600-5869 or by email at TMXInvestorServices@tmx.com, for more information regarding notice-and-access or with questions regarding how to vote their shares.

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 24, 2019