

IGNITE INTERNATIONAL BRANDS, LTD.

NOTICE OF MEETING

NOTICE IS GIVEN that the annual general and special meeting (the “**Meeting**”) of the holders of Subordinate Voting Shares and the holders of Proportionate Voting Shares (together, the “**Shareholders**”) of Ignite International Brands, Ltd.(the “**Corporation**” or “**Ignite**”) will be held at the offices of Goodmans LLP, 333 Bay Street, Suite 3400, Toronto, Ontario M5H 2S7 on August 24, 2022, commencing at 11:00 a.m. (Toronto time).

The Meeting is held for the following purposes, as more particularly described in the accompanying management information circular (the “**Circular**”):

1. To receive and consider the audited financial statements of the Corporation for the year ended December 31, 2021, together with the auditor’s report thereon;
2. To fix the number of directors to be elected at the Meeting at five (5);
3. To elect five (5) directors for the ensuing year;
4. To appoint auditors for the ensuing year and to authorize the directors of the Corporation to fix their remuneration;
5. To consider and, if deemed advisable, to approve, with or without variation, the consolidation of all of the Corporation’s Subordinate Voting Shares and all of the Corporation’s Proportionate Voting Shares on the basis of 100,000 pre-consolidation Subordinate Voting Shares for 1 post-consolidation Subordinate Voting Share and on the basis of 100,000 pre-consolidation Proportionate Voting Shares for 1 post-consolidation Proportionate Voting Share and to permit Ignite to redeem all fractional post-consolidation Subordinate Voting Shares and all fractional post-consolidation Proportionate Voting Shares for a cash payment of \$0.62 per pre-consolidation Subordinate Voting Share and pre-consolidation Proportionate Voting Share represented by such cancelled fractional shares, all as more particularly described in the Circular of Ignite dated July 22, 2022 (the “**Consolidation Resolution**”); and
6. To transact such other business as may be properly brought before the meeting or any postponement or adjournment thereof.

The Going Private Transaction must be approved by Shareholders at the Meeting by way of approval for the Consolidation Resolution. The Consolidation Resolution must be passed (a) as an ordinary resolution by a majority of the votes cast by Shareholders who vote in respect of the Consolidation Resolution at the Meeting in person or by proxy and (b) as an ordinary resolution by a majority of the votes cast by minority Shareholders who vote in respect of the Consolidation Resolution at the Meeting in person or by proxy.

The board of directors has fixed July 22, 2022 as the record date for the determination of Shareholders entitled to notice of and to vote at the Meeting and at any postponement or adjournment thereof.

Registered Shareholders may vote by proxy by following the instructions provided in the enclosed form of proxy and in the Circular. In order to be valid for use at the Meeting, proxies must be received at least two business days prior to the time of the Meeting. The time limit for the deposit of proxies may be waived or extended by the chair of the Meeting at his or her discretion without notice.

If you are a Non-Registered Holder, please refer to the section in the Circular entitled “*PROXY SOLICITATION MATTERS—Advice To Beneficial Shareholders*” for information on how to vote your Shares. **If you are a Non-Registered Holder and you do not complete and return the materials in accordance with such instructions, you may lose the right to vote at the Meeting.**

DATED at Toronto, Ontario this 22nd day of July, 2022.

BY ORDER OF THE BOARD OF DIRECTORS,

(signed) Dan Bilzerian _____

Dan Bilzerian
Chief Executive Officer