



BIG ROCK BREWERY INC.

NOTICE OF ANNUAL GENERAL MEETING OF SHAREHOLDERS

To be held on May 13, 2021

TO: THE SHAREHOLDERS OF BIG ROCK BREWERY INC.

NOTICE IS HEREBY GIVEN that an Annual General Meeting (the "**Meeting**") of the holders ("**Shareholders**") of common shares ("**Common Shares**") of Big Rock Brewery Inc. ("**Big Rock**" or the "**Corporation**") will be held at the offices of Burnet, Duckworth & Palmer LLP located at 2400, 525 – 8 Avenue S.W., Calgary, Alberta at 2:00 p.m. (Calgary time) on Thursday, May 13, 2021 for the following purposes:

1. to receive the consolidated financial statements of Big Rock for the twelve-month period ended December 30, 2020 and auditor's report thereon;
2. to fix the number of directors of Big Rock to be elected at the meeting at six (6);
3. to elect the directors of Big Rock;
4. to appoint the auditors of the corporation for the ensuing year and to authorize the directors to fix their remuneration as such; and
5. to transact such other business as may properly be brought before the meeting or any adjournment or adjournments thereof.

The specific details of the matters proposed to be put before the Meeting are set forth in the accompanying Information Circular and form a part of this Notice. Shareholders of record as at the close of business on April 13, 2021 will be entitled to receive notice of and to attend and vote at the Meeting.

We intend to hold the Meeting in person. However, in view of the COVID-19 pandemic, access to the Meeting will be limited to essential personnel and registered Shareholders and proxyholders entitled to attend and vote at the Meeting. We may also limit attendance to comply with applicable law. Big Rock asks that, in considering whether to attend the Meeting in person, Shareholders follow the instructions of the Public Health Agency of Canada (PHAC) (www.canada.ca/en/public-health.html) and Alberta Health Services (www.albertahealthservices.ca). **We strongly encourage Shareholders not to attend the Meeting in person.**

To mitigate risks to the health and safety of the community, Shareholders, employees and other stakeholders, the Corporation will provide Shareholders with the ability to attend the Meeting in a virtual format (see below), which will give all Shareholders an equal opportunity to participate at the Meeting online regardless of their geographic location. Shareholders and duly appointed proxyholders will be able to listen to the Meeting and ask questions by attending the Meeting virtually. **However, Shareholders attending the Meeting virtually will not be able to vote their Common Shares at the Meeting.**

Microsoft Teams Meeting Information:

Video Link:

https://teams.microsoft.com/l/meetup-join/19%3ameeting_OGI5YTI3MGEtMjQwMS00MmNjLTk2YWYtNmM1YjZmNmQyMzg4%40thread.v2/0?context=%7b%22id%22%3a%2207ab6027-0611-40cb-bdcd-354f7a21c77a%22%2c%22oid%22%3a%2266e4c30a-0c47-451b-be15-b80c01bbb2f6%22%7d

Meeting ID: 489 717 739#

Phone Dial-In Instructions: +1 647-749-5899,489717739#

We strongly encourage all Shareholders not to attend the Meeting in person, and instead to vote their Common Shares prior to the Meeting by completing the enclosed instrument of proxy and returning it as soon as possible in the envelope provided for that purpose. A proxy will not be valid unless it is deposited with Odyssey Trust Company, 1230, 300 – 5 Avenue SW, Calgary, Alberta, T2P 3C4 (Attention: Proxy Department), by facsimile at (800) 517-4553 (if outside North America) or by internet at <https://login.odysseytrust.com/pxlogin> at least 48 hours (excluding Saturdays, Sundays and holidays) prior to the time set for the Meeting or any adjournment thereof. All instructions are listed in the enclosed form of proxy. The instrument appointing a proxy shall be in writing and shall be executed by the Shareholder or his or her attorney authorized in writing or, if the Shareholder is a corporation, under its corporate seal by an officer or attorney thereof duly authorized.

Big Rock may take additional precautionary measures in relation to the Meeting in response to further developments with the COVID-19 pandemic. In the event it is not possible or advisable to hold the Meeting in person, Big Rock will announce alternative arrangements for the Meeting as promptly as practicable, which may include holding the Meeting entirely by electronic means, telephone or other communication facilities. Please monitor our website at www.bigrockbeer.com for updated information.

DATED at the City of Calgary, in the Province of Alberta, this 13th day of April 2021.

BY ORDER OF BIG ROCK BREWERY INC.

(signed) "Michael Kohut"

Michael Kohut
Chairman and Director