



Notice of 2024 Annual Meeting of Shareholders and Availability of Proxy Materials



Date:
May 2, 2024



Time:
11:00 am (ET)



Location:
Virtually at:
Virtual Meeting
via live video webcast at:
web.lumiagm.com/402739480
In person at:
ThinkFood!, 6897 Financial Drive,
Mississauga, ON L5N 0A8



Materials:
Maple Leaf Foods Inc. is using notice and access to deliver the materials for the Meeting to you via the internet. You can access the Circular and our audited consolidated 2023 financial statements on our website at: www.mapleleaffoods.com
or on SEDAR+ at: www.sedarplus.ca

You can also request paper copies of the materials by mail at no cost by calling the applicable number below and entering the control number from your form of proxy or voting instruction form:

For shareholders with a 15 digit control number:
1-866-962-0498 (toll free in North America), or
1-514-982-8716 (direct outside North America)

For shareholders with a 16 digit control number:
1-877-907-7643 (toll free in North America) or
English: 303-562-9305
+ French: 303-562-9306
(direct outside North America)

Requests for paper copies must be received no later than April 18, 2024 in order for you to receive the materials before the voting deadline.

If you have questions regarding "Notice and Access", please call 1-866-964-0492 (toll-free).



Voting in advance of the Meeting:
All shareholders of record as of March 19, 2024 can vote in advance of the Meeting by phone, on the internet or by mail by following the instructions on the voting instruction form or form of proxy accompanying this notice. To be valid proxies must be received by Computershare by no later than 5:00 pm (ET) on Tuesday, April 30, 2024.

You are invited to the Annual Meeting of Maple Leaf Foods Inc.

This year, we are offering shareholders the opportunity to attend the meeting virtually by a live video webcast at web.lumiagm.com/402739480 or in person at ThinkFood!, 6897 Financial Drive, Mississauga, Ontario, Canada.

We are also utilizing "Notice and Access" to provide you with easy electronic access to our management information circular (Circular) and other meeting materials rather than mailing paper copies. The shift to electronic delivery of the Circular is part of our commitment to reduce our environmental footprint.

Purpose of the Meeting

At the Meeting, shareholders are being asked to:

1. Receive the 2023 audited consolidated financial statements of Maple Leaf Foods Inc. together with the report of the external auditors on those statements;
2. Elect directors to the board for the ensuing year;
3. Appoint KPMG LLP as external auditors for the ensuing year and authorize the directors to fix their remuneration;
4. Consider a say on executive pay advisory resolution;
5. Consider an amendment to the Maple Leaf Foods Inc. Amended and Restated Share Option Plan to increase the number of shares reserved for issuance by 3,250,000 to 11,750,000; and
6. Consider any other business as may properly come before the Meeting.

See the "Business of the Meeting" section of the Circular for more information.

Participating and Voting at the Meeting

Registered shareholders as of March 19, 2024 and duly appointed proxyholders will be able to attend the Meeting, submit questions and vote either online or in person.

Should registered shareholders chose to attend virtually they can connect to the Meeting via the internet at web.lumiagm.com/402739480 using the latest version of Chrome, Safari, Edge or Firefox on your computer, tablet or smartphone.

If you are a registered shareholder and wish to vote at the meeting, whether in person or online, you do not need to complete or return your form of proxy. Simply attend the meeting and present yourself to a representative of the Corporation at the registration table or log in virtually by following the instructions in the Circular.

Beneficial shareholders who have not duly appointed themselves as proxyholder will be able to attend the Meeting as guests and ask questions, but guests will not be able to vote at the Meeting.

Any shareholder that wishes to appoint a person other than the management nominees identified on the form of proxy or voting instruction form (including a beneficial shareholder who wishes to appoint themselves to attend) must carefully follow the instructions in the Circular and on the form of proxy or voting instruction form. These instructions include the additional step of registering with our transfer agent, Computershare after submitting the form of proxy or voting instruction form but prior to the meeting. You must follow these instructions closely regardless of whether your proxyholder will be attending the Meeting online or in person.

Your vote is important

We strongly encourage you to review the Circular and vote in advance of the meeting. In order to vote or join the Meeting, you will need your unique control number located on the accompanying form of proxy or voting instruction form. Further detailed instructions are included in the Circular.

Dated at Mississauga, Ontario this 13th day of March, 2024.

By order of the Board of Directors

(signed) "Suzanne Hathaway"

Senior Vice President, General Counsel, Communications and Corporate Secretary