



GOOD NATURED PRODUCTS INC.
(the “Company”)

**Notice of 2023 Annual General and Special Meeting of Shareholders and
Notice of Availability of Meeting Materials**

You are a shareholder of the Company and your vote counts.

We are pleased to invite you to the annual general and special meeting (the “**Meeting**”) of the Company which will be held in-person at Suite 400, 1681 Chestnut Street, Vancouver, British Columbia, V6J 4M6 on **Friday, July 14, 2023 at 10:00 am (Pacific Time)**.

Getting Information Before you Vote

We are delivering our management information circular (the “**Circular**”) for the Meeting to registered and non-registered shareholders using the *notice-and-access* delivery option permitted by Canadian law. This means that this notice has been mailed to you instead of the Meeting materials, which include the management information circular (the “**Circular**”), as well as the Company’s annual financial statements and associated management’s discussion and analysis, which have been posted online for you to access as explained in this notice. This notice also explains how you may request a paper copy of the Meeting materials, if that is your preference. You will not obtain a paper copy of our Meeting materials unless you request them, even if you have received paper copies in the past. See the instructions below under “How to request a paper copy of the meeting materials”.

We are using *notice-and-access* because it gives our shareholders the information they need to vote their common shares in the format of their choice, while substantially reducing our printing and mailing costs, and having less environmental impact. Under notice-and-access, Meeting related materials will be available for viewing for up to 1 year from the date of posting and a paper copy of the material can be requested at any time during this period.

You should read the Circular carefully before voting your common shares.

Notice of Meeting

Date and Time:

Friday, July 14, 2023 at 10:00 am (Pacific Time)

Location:

Suite 400, 1681 Chestnut Street
Vancouver, BC V6J 4M6

**FORM OF PROXY OR VOTING INSTRUCTION
FORM**

A form of proxy (“**Proxy**”) or a voting instruction form (“**VIF**”) that you can use to vote your common shares of the Company is enclosed with this notice. See “Voting” on the last page of this notice.



THE FOLLOWING ITEMS WILL BE BROUGHT BEFORE THE MEETING, AS DESCRIBED IN THE CIRCULAR

Resolution	Where to Find out More	Board Recommendations
1. Present the Company's audited consolidated financial statements for the year ended December 31, 2022 and the auditor's report thereon	<i>"Financial Statements"</i> under <i>"Particulars of Matters to be Acted Upon at the Meeting"</i> on page 6 of the Circular.	Not applicable.
2. Set Number of Directors at Five (5)	<i>"Setting Number of Directors"</i> under <i>"Particulars of Matters to be Acted Upon at the Meeting"</i> on page 6 of the Circular.	Vote FOR setting the number of directors of the Company at five (5).
3. Election of Directors	<i>"Election of Directors"</i> under <i>"Particulars of Matters to be Acted Upon at the Meeting"</i> on pages 6 and 7 of the Circular.	Vote FOR the five (5) management nominees in the Circular.
4. Appointment of Auditor	<i>"Appointment of Auditor"</i> under <i>"Particulars of Matters to be Acted Upon at the Meeting"</i> on page 8 of the Circular.	Vote FOR the re-appointment of Deloitte LLP.
5. Approve Amended and Restated Omnibus Equity Incentive Compensation Plan of the Company	<i>"Approval of Amended and Restated Omnibus Equity Incentive Compensation Plan"</i> under <i>"Particulars of Matters to be Acted Upon at the Meeting"</i> on pages 8 to 10 of the Circular.	Vote FOR the Amended and Restated Omnibus Equity Incentive Compensation Plan.
6. Other Business	Not applicable.	Not applicable.

Where to access the Meeting materials:

TSX Trust Company website:
<https://docs.tsxtrust.com/2059>

Our Website:
www.goodnaturedproducts.com

SEDAR website:
www.sedar.com



How to Vote:

You cannot vote by returning this notice. The instructions on your separate Proxy or VIF explain how to vote before the Meeting. Shareholders are encouraged to review the Circular for guidance on how to vote their common shares.

HOW TO ATTEND THE MEETING

If you are a registered shareholder, you may attend, participate and vote at the Meeting to be held at Suite 400, 1681 Chestnut Street, Vancouver, British Columbia, V6J 4M6. Your duly appointed proxyholder may join the Meeting in the same manner.

Guests will be able to attend the Meeting but will not be able to ask questions or vote at the Meeting. Guests will include non-registered (beneficial) shareholders who have not duly appointed themselves as a proxyholder.

HOW TO VOTE IF YOU ARE A REGISTERED SHAREHOLDER

Option A:

Complete your Proxy and return it by facsimile at +1-416-595-9593 or deliver it to one of TSX Trust Company's principal offices in Montreal, Toronto, Calgary or Vancouver for receipt no later than 10:00 am (Pacific Time) on Wednesday, July 12, 2023.

Option B:

Vote on the Internet, by phone or by e-mail prior to 10:00 am (Pacific Time) on Wednesday, July 12, 2023.

HOW TO VOTE IF YOU ARE A NON-REGISTERED SHAREHOLDER

Your intermediary must ask for your voting instructions before the Meeting. If you have not received such a request, please contact your intermediary.

Option A:

Complete the VIF and deliver it to Broadridge Financial Solutions, Inc. at the below address for receipt no later than 10:00 am (Pacific Time) on Wednesday, July 12, 2023.

Broadridge Financial, Solutions Inc.
Data Processing Centre
PO Box 3700, STN Industrial Park
Markham, ON L3R 9Z9

Option B:

Vote on the Internet or by telephone (if available) no later than 10:00 am (Pacific Time) on Wednesday, July 12, 2023.

APPOINTING A PROXYHOLDER

If you wish to appoint yourself or a third-party proxyholder to represent you at the Meeting, you **MUST** (1) submit the Proxy or VIF appointing yourself or such proxyholder by the voting deadline, AND (2) complete the Request for Control Number form found at <https://www.tsxtrust.com/resource/en/75> and then submitting it to TSX Trust Company at TSXTrustProxyVoting@tmx.com, no later than 10:00 am (Pacific Time) on Wednesday, July 12, 2023.



HOW TO REQUEST A PAPER COPY OF THE MEETING MATERIALS

The Company will on request provide a paper copy of the Circular or the annual financial statements to any shareholder, free of charge, for a period of one year from the date the Meeting materials were filed on SEDAR. Here is how you can request a paper copy:

Before the Meeting:

Contact 1.866.600.5869 or email at TSXTIS@TMX.com.

Please retain your current Proxy or VIF even if you request a paper copy of the Meeting materials; you will not receive a new form with the paper copy.

After the Meeting:

If your request is made before July 14, 2023 (the date of the Meeting), the Meeting materials will be sent to you within three business days of receiving your request. If the request is made on or after July 14, 2023, the Meeting materials will be sent to you within ten calendar days of receiving your request.

To ensure receipt of the paper copy in advance of the voting deadline and Meeting date, we estimate that your request must be received not later than July 5, 2023 (this factors the three-business day period for processing requests as well as typical mailing times).

If you have any questions regarding this notice, notice-and- access, or the meeting, please call 604.737.2303.