

Notice of Availability of Proxy Materials for Transcontinental Inc. Annual Meeting of Shareholders

Meeting Date and Location:

When : on Thursday, February 25, 2021
at 2:00 p.m. (Montréal time)

Where : Via live audio webcast
at <https://web.lumiagm.com/442749035>
Please connect using the password « tc2021 »
(case sensitive)

You are receiving this notification as Transcontinental Inc. (the “Corporation”) has decided to use the notice and access model for delivery of meeting materials to its shareholders and to advise that the proxy materials for the above noted shareholders’ meeting are available on the Internet. This communication presents only an overview of the more complete proxy materials that are available to you on the Internet. We remind you to access and review all of the important information contained in the Management Proxy Circular and other proxy-related materials before voting.

The Management Proxy Circular and other relevant materials are available at:

<https://www.meetingdocuments.com/astca/TCL>

OR

www.sedar.com

How to obtain paper copies of the proxy materials

Shareholders may request to receive paper copies of the current meeting materials by mail at no cost. To ensure you receive the materials in advance of the voting deadline and meeting date, all requests must be received no later than February 12, 2021. If you do request the current materials, please note that another Form of Proxy or Voting Instruction Form will not be sent; please retain your current one for voting purposes.

To obtain information about notice and access or to request paper copies of the proxy-related materials, please call AST Trust Company (Canada), toll-free within North America at 1-888-433-6443, or at 416-682-3801 if you are outside North America, or by emailing your request at fulfilment@astfinancial.com.

Securityholder Meeting Notice

The resolutions to be voted on at the meeting are listed below along with the sections within the Management Proxy Circular where disclosure regarding the matter can be found.

1. Election of Directors – Page 8
2. Appointment of Auditors – Page 6
3. Advisory Resolution on the approach to executive compensation – Page 7

Voting

PLEASE NOTE – YOU CANNOT VOTE BY RETURNING THIS NOTICE. To vote your securities you must vote using the methods reflected on your enclosed Form of Proxy or Voting Instruction Form. Your Form of Proxy or Voting Instruction Form must be received by 4:00 p.m. (Montréal time) on Tuesday, February 23, 2021.

PLEASE VIEW THE MANAGEMENT PROXY CIRCULAR PRIOR TO VOTING

Annual Financial Statements delivery

- Only to Registered and Beneficial Holders who opted to receive one.