



NOTICE TO SHAREHOLDERS OF FIRE & FLOWER HOLDINGS CORP. REGARDING NOTICE-AND-ACCESS FOR OUR 2022 SPECIAL MEETING OF SHAREHOLDERS

You are receiving this notice (the “**Notice**”) because you are a shareholder of Fire & Flower Holdings Corp. (the “**Corporation**”, “**us**”, “**we**” or “**our**”) as of October 31, 2022 (a “**Shareholder**”, and collectively, the “**Shareholders**”). The Corporation is using the notice-and-access procedures permitted by Canadian securities laws for the delivery of the management information circular (the “**Information Circular**”) and other related materials of the meeting (the “**Meeting Materials**”) to Shareholders in connection with the Corporation’s Special Meeting to be held on December 16, 2022 (the “**Meeting**”).

By using notice-and-access, we can provide you with electronic access to the Meeting Materials instead of mailing paper copies – this is more environmentally friendly and cost-effective because it reduces paper use and the cost of printing and mailing the Meeting Materials to shareholders. A form of proxy or a voting instruction form is included with this Notice, and each includes instructions on how you can vote your shares.

When: Friday, December 16, 2022 at 10:00 a.m. (Toronto time)

Where: Offices of Dentons Canada LLP, 77 King Street West, Suite 400, Toronto, Ontario M5K 0A1.

Purposes of the Meeting:

To consider and vote upon certain amendments to the Series C common share purchase warrants of the Corporation held by 2707031 Ontario Inc., an indirect wholly-owned subsidiary of Alimentation Couche-Tard Inc. (“**ACT**”) and a non-brokered private placement offering of 3,034,017 common shares of the Corporation (the “**Common Shares**”) to ACT at a price of \$1.64798 per Common Share, for aggregate proceeds of approximately \$5,000,000.

For more information regarding the items listed above, please review the Information Circular, including the sections of the Information Circular titled “*Questions and Answers Relating to the Meeting and the Proposed Transaction*”; “*Summary of Circular*”; and “*The Proposed Transaction*”.

How to access the documents electronically

Electronic copies of the Meeting Materials are available online on our website at https://investors.fireandflower.com/governance/shareholder_materials/ and on SEDAR under the Corporation’s profile at www.sedar.com. The Meeting Materials and this Notice will remain available on our website for one year after being posted.

How to request paper copies – prior to the Meeting

If you would like to receive a paper copy of the Meeting Materials by mail, you must make a request. Requesting a paper copy is free of charge. You have received, with this Notice, a voting instruction form or a form of proxy on which a 15-digit or 16-digit control number is indicated. Shareholders with a 15-digit control number, namely registered Shareholders, may call Computershare Investor Services Inc. (“**Computershare**”) toll free at 1-866-962-0498 within North America or 1 514-982-8716 outside North America to request a paper copy of the Meeting Materials. Shareholders with a 16-digit control number, namely non-registered Shareholders, may call Broadridge Investor Communications Corporation (“**Broadridge**”) toll free at 1-877-907-7643 within North America or 1-905-507-5450 outside North America to request a paper copy of the Meeting Materials. In each case, Shareholders will be asked to enter the

control number indicated on the voting instruction form or the form of proxy they receive to request a paper copy of the Meeting Materials.

To receive the Meeting Materials in advance of the voting deadline and Meeting date, requests for paper copies must be received by no later than December 6, 2022. If you do request a paper copy of Meeting Materials, please note that another voting instruction form or form of proxy will not be sent, please retain the one received with this Notice of Meeting for voting purposes.

How to request paper copies – on or following the Meeting

If you request paper copies of the Meeting Materials on or after the date of the Meeting, or within one year of the Information Circular being filed, the documents will be sent to you at the address specified in the request within ten calendar days of receiving the request, by prepaid mail, courier or the equivalent. You can request paper copies free of charge by contacting the Corporation's Investor Relations department at investorrelations@fireandflower.com, and non-registered Shareholders may contact Broadridge toll free at 1-877-907-7643 within North America or 1-905-507-5450 outside North America.

How to vote your shares

PLEASE NOTE – YOU CANNOT VOTE BY RETURNING THIS NOTICE. To vote your securities you must vote using the methods reflected on your enclosed voting instruction form or form of proxy.

In order for your securities to be voted at the Meeting your completed form of proxy or voting instruction form must be received by Computershare not later than **10:00 a.m. (Toronto time) on December 14, 2022**, or, in the case of any adjournment or postponement of the Meeting, not less than 48 hours before the time of the adjourned or postponed Meeting.

For more information on voting by proxy, please refer to the following sections of the Information Circular: *"Questions and Answers relating to the Meeting and the Proposed Transaction"*; *"Appointment and Revocation of Proxyholders"*; *"Solicitation of Proxies"*; *"Exercise of Discretion by Proxyholder"*; *"Advice to Non-registered Shareholders"*; and *"Voting of Proxies and Discretion Thereof"*.

Shareholders are reminded to review the Information Circular before voting.

Questions

If you have any questions about notice-and-access and you are a registered Shareholder, please contact Computershare at 1-866-964-0492 (toll free in North America) between 8:30 a.m. and 8:00 p.m. (Toronto time) or at 1-514-982-8714 (outside North America) or online at www.investorcentre.com/service. If you are a non-registered shareholder, please contact Broadridge at 1-855-887-2244.