

Security Class

Holder Account Number

Fold

## Form of Proxy - Annual General and Special Meeting to be held on March 30, 2021

### This Form of Proxy is solicited by and on behalf of Management.

#### Notes to proxy

1. Every holder has the right to appoint some other person or company of their choice, who need not be a holder, to attend and act on their behalf at the meeting or any adjournment or postponement thereof. If you wish to appoint a person or company other than the Management Nominees whose names are printed herein, please insert the name of your chosen proxyholder in the space provided (see reverse).
2. If the securities are registered in the name of more than one owner (for example, joint ownership, trustees, executors, etc.), then all those registered should sign this proxy. If you are voting on behalf of a corporation or another individual you may be required to provide documentation evidencing your power to sign this proxy with signing capacity stated.
3. This proxy should be signed in the exact manner as the name(s) appear(s) on the proxy.
4. If a date is not inserted in the space provided on the reverse of this proxy, it will be deemed to bear the date on which it was mailed to the holder by Management.
5. The securities represented by this proxy will be voted as directed by the holder, however, if such a direction is not made in respect of any matter, and the proxy appoints the Management Nominees listed on the reverse, this proxy will be voted as recommended by Management.
6. The securities represented by this proxy will be voted in favour, or withheld from voting, or voted against each of the matters described herein, as applicable, in accordance with the instructions of the holder, on any ballot that may be called for. If you have specified a choice with respect to any matter to be acted on, the securities will be voted accordingly.
7. This proxy confers discretionary authority in respect of amendments or variations to matters identified in the Notice of Meeting and Management Information Circular or other matters that may properly come before the meeting or any adjournment or postponement thereof, unless prohibited by law.
8. This proxy should be read in conjunction with the accompanying documentation provided by Management.

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Proxies submitted must be received by 11:00 am, Toronto Time, on March 26, 2021.

### VOTE USING THE TELEPHONE OR INTERNET 24 HOURS A DAY 7 DAYS A WEEK!



#### To Vote Using the Telephone

- Call the number listed BELOW from a touch tone telephone.

**1-866-732-VOTE (8683) Toll Free**



#### To Vote Using the Internet

- Go to the following web site:  
[www.investorvote.com](http://www.investorvote.com)
- **Smartphone?**  
Scan the QR code to vote now.



If you vote by telephone or the Internet, DO NOT mail back this proxy.

Voting by mail may be the only method for securities held in the name of a corporation or securities being voted on behalf of another individual. Voting by mail or by Internet are the only methods by which a holder may appoint a person as proxyholder other than the Management nominees named on the reverse of this proxy. Instead of mailing this proxy, you may choose one of the two voting methods outlined above to vote this proxy.

To vote by telephone or the Internet, you will need to provide your CONTROL NUMBER listed below.

#### CONTROL NUMBER



### Appointment of Proxyholder

I/We being holder(s) of Hill Street Beverage Company Inc. hereby appoint(s): Jack Fraser or failing him, Hinta Chambers, or failing her, Lori Senecal,

OR

Print the name of the person you are appointing if this person is someone other than the Chairman of the Meeting.

as my/our proxyholder with full power of substitution and to attend, act and to vote for and on behalf of the shareholder in accordance with the following direction (or if no directions have been given, as the proxyholder sees fit) and all other matters that may properly come before the Annual General and Special Meeting of shareholders of Hill Street Beverage Company Inc. to be held in a virtual meeting format only via webcast <https://meet.google.com/egy-fgpe-ofy>, or by conference call at +1 226-316-9330 (PIN: 312193366), on March 30, 2021 at 11:00 am, Toronto Time and at any adjournment or postponement thereof.

VOTING RECOMMENDATIONS ARE INDICATED BY **HIGHLIGHTED TEXT** OVER THE BOXES.

	<b>For</b>	<b>Against</b>
<b>1. Number of Directors</b> To set the number of Directors at 6 directors.	<input type="checkbox"/>	<input type="checkbox"/>

	<b>For</b>	<b>Withhold</b>		<b>For</b>	<b>Withhold</b>	
01. Kevin Ruddle	<input type="checkbox"/>	<input type="checkbox"/>	02. Jack Fraser	<input type="checkbox"/>	<input type="checkbox"/>	03. Lori Senecal
04. Craig Binkely	<input type="checkbox"/>	<input type="checkbox"/>	05. Rudy Sawatzky	<input type="checkbox"/>	<input type="checkbox"/>	06. Raymond Bisailon

	<b>For</b>	<b>Withhold</b>
<b>3. Appointment of Auditors</b> Appointment of MNP LLP as Auditors of the Company for the ensuing year and authorizing the Directors to fix their remuneration.	<input type="checkbox"/>	<input type="checkbox"/>

	<b>For</b>	<b>Against</b>
<b>4. Stock Option Plan Resolution</b> See Pages 13-14 of the Management Information Circular of the Company date February 25, 2021 for the text of the Stock Option Plan Resolution.	<input type="checkbox"/>	<input type="checkbox"/>

<b>5. Stock Option Repricing</b> See Pages 14-15 of the Management Information Circular of the Company date February 25, 2021 for the text Stock Option Repricing Resolution.	<input type="checkbox"/>	<input type="checkbox"/>
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<b>6. Advance Notice By-Law Resolution</b> See Pages 16-17 of the Management Information Circular of the Company date February 25, 2021 for the text of the Advance Notice By-Law Resolution.	<input type="checkbox"/>	<input type="checkbox"/>
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<b>7. Approval of RSU Plan</b> See Page 21 of the Management Information Circular of the Company date February 25, 2021 for the text of the RSU Plan Approval Resolution.	<input type="checkbox"/>	<input type="checkbox"/>
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<b>8. Approval of New Control Person</b> See Page 22 of the Management Information Circular of the Company date February 25, 2021.	<input type="checkbox"/>	<input type="checkbox"/>
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Signature of Proxyholder	Signature(s)	Date
I/We authorize you to act in accordance with my/our instructions set out above. I/We hereby revoke any proxy previously given with respect to the Meeting. <b>If no voting instructions are indicated above, and the proxy appoints the Management Nominees, this Proxy will be voted as recommended by Management.</b>	<div style="border: 1px solid black; height: 30px; width: 100%;"></div>	<u>MM / DD / YY</u>

<b>Interim Financial Statements</b> – Mark this box if you would like to receive Interim Financial Statements and accompanying Management’s Discussion and Analysis by mail. <input type="checkbox"/>	<b>Annual Financial Statements</b> – Mark this box if you would like to receive the Annual Financial Statements and accompanying Management’s Discussion and Analysis by mail. <input type="checkbox"/>
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If you are not mailing back your proxy, you may register online to receive the above financial report(s) by mail at [www.computershare.com/maillinglist](http://www.computershare.com/maillinglist).