NOWVERTICAL GROUP INC.

ANNUAL GENERAL MEETING OF SHAREHOLDERS
NOTICE-AND-ACCESS NOTIFICATION TO SHAREHOLDERS

You are receiving this notice because NowVertical Group Inc. (the "**Company**") has elected to use the notice-and-access method of delivering the management information circular (the "**Circular**"), the audited consolidated financial statements for the most recently completed financial year, including the accompanying management's discussion and analysis, together with the auditor's report thereon, and the instrument of proxy for the meeting (collectively, the "**Meeting Materials**") to both registered and non-registered shareholders. The Company is using the notice-and-access method in substitution for mailing paper copies of the Meeting Materials. Shareholders will still receive a form of proxy or voting instruction form enabling them to vote at the Company's 2026 annual general meeting of shareholders (the "**Meeting**").

Shareholders can access electronic copies of the Meeting Materials online at:

https://docs.tsxtrust.com/NVG2026

and

www.sedarplus.com

Meeting Date and Location

When: Tuesday, December 1, 2026 at 9:00 a.m. (Toronto time)

Where: 222 Bay Street, Suite 3000, Toronto, Ontario M5K 1E7

How to Obtain Paper Copies of the Meeting Materials

Shareholders may request paper copies of the Meeting Materials, at no cost to them, at any time up to one year from the date the documents were filed on SEDAR+. Shareholders with standing instructions on their accounts to receive paper copies of management information circulars and/or annual financial statements and management's discussion and analysis should receive such paper copies with this mailing.

Requests to receive paper copies of the Meeting Materials may be made by email to tsxtis@tmx.com or by calling toll free at 1-866-600-5869. Requests to receive paper copies of the Meeting Materials must be received by the close of business on November 20, 2026 in order to ensure shareholders receive the mailed documents in advance of the deadline for completing and returning a form of proxy or voting instruction form for the Meeting.

Please note that if you request paper copies of the Meeting Materials, you will not receive a new form of proxy or voting instruction form, so you should retain the form mailed to you in order to vote.

Shareholders with questions about notice and access can email tsxtis@tmx.com or telephone toll free by calling 1-866-600-5869.

Shareholders can vote in person at the Meeting by following the instructions set out in the Circular or by following the instructions on the enclosed form of proxy or voting instruction form. We encourage registered shareholders to submit their votes in advance of the Meeting by going to www.voteproxyonline.com and entering the 12-digit control number from their proxy, by facsimile to 416-595-9593, or by mail to TSX Trust Company 301-100 Adelaide Street West, Toronto, ON M5H 4H1.

Forms of proxies must be received by TSX Trust Company prior to the proxy cut-off time of 9:00 a.m. (Toronto time) on Friday, November 27, 2026, or if the Meeting is adjourned or postponed, not later than 48 hours (excluding

Saturdays, Sundays and statutory holidays) preceding the time of such adjourned or postponed meeting. Non-registered shareholders should follow the instructions set out on their voting instruction form.

Shareholders are reminded to review the Circular prior to voting.

Shareholders will be asked at the Meeting to consider and vote on the following matters:

1. **Election of Directors** – Shareholders will be asked to fix the number of directors at five and elect the directors to hold office for the ensuing year. Information regarding the election of directors may be found in the "*Matters to be Considered at the Meeting – Election of Directors*" section of the Circular;

2. **Re-Appointment of Auditor** – Shareholders will be asked to appoint Ernst & Young LLP as auditor of the Company for the ensuing year and to authorize the Company's board of directors to fix their remuneration. Information regarding the appointment of the auditors may be found in the "*Matters to be Considered at the Meeting – Appointment of Auditors*" section of the Circular; and

3. **Approval of the Omnibus Equity Incentive Plan** – Shareholders will be asked to approve with or without variation, an ordinary resolution, the full text of which is set out in the Circular ratifying, adopting and re-approving the 10% rolling omnibus equity incentive plan (the "**Omnibus Plan**") of the Company. Information regarding the re-approval of the Omnibus Plan can be found in the *"Matters to be Considered at the Meeting – Approval of the Omnibus Equity Incentive Plan" section of the Circular*.