

MENTAL FITNESS IQ INC.

NOTICE OF ANNUAL GENERAL MEETING OF SHAREHOLDERS

NOTICE IS HEREBY GIVEN that an Annual General Meeting (“AGM”) of shareholders of Mental Fitness IQ Inc. (“mfiQ”) will be held virtually on May 20, 2025 from 11:00am - 12:30pm. The purpose of the meeting is the following:

1. To receive the unaudited financial statements of the Corporation for the financial year ended December 31, 2024.
2. To elect the Board of Directors as the directors of the Corporation.
3. To approve the dispensing of an Auditor for the next fiscal year.
4. To transact any other business which may come before the Meeting.

IMPORTANT: Shareholders are requested to complete the electronic form of the proxy which will be sent out May 9, 2025. Although all shareholders of record will have the opportunity to cast their votes live at the meeting, it would be appreciated if shareholders could submit their completed proxies in advance of the meeting.

Properly executed forms of proxy are required to be submitted no later than 11:00am EST on May 19, 2025.

DATED on April 17, 2025.

BY ORDER OF THE BOARD OF DIRECTORS

**Mental Fitness IQ Inc.
Board of Director Bios
May 2025**

Alec Moore (Founder, Director)

Deep experience in all things back office, including serving as CFO of several organizations. Specialist in technology companies, including startups. Avid sportsman. Passionate about family and making an impact on mental health.

Carm Cirella (Founder, Director)

Career in IT industry, focused on designing and implementing technology platforms. Strong cross-industry vertical experience. Specialist in small and medium sized businesses, including startups. Ex- professional athlete with an ongoing passion for sports. Focused on family and driving to make an impact on mental health.

John Moore (Founder, Director)

Experienced executive, leading large business units for major consulting companies. Specialist in organizational transformation enabled by technology. Passionate about family, sports and mental health.

Howard Glase (Independent Director)

Experienced executive with a demonstrated history of building high performance teams working in the Bio-pharmaceutical industry. Skilled in General Management, Market Research, Healthcare Strategy, Business Development, and Reimbursement Strategies. Howard has an in depth understanding of the healthcare ecosystem from the patient to academic clinician POV.

Craig Hayman (Independent Director)

Extensive enterprise wide experience developing strategy, leading and coaching to drive results. Capital Markets Regulation and Capital Formation Board experience. Craig has started, bought and sold a number of small businesses. Passionate about sports and coaching and developing people achieve what they are capable of.

Since our February 2025 shareholder update, we have continued to move the business forward at an exciting pace. Our focus continues to be on signing contracts and speed to market, while balancing our cash levels. Each of these is explained in more detail below.

Financial Highlights

Our bank balance at March 31, 2025 was in excess of \$0.4M. While we have not raised any new seed money since mid last year, we continue to speak to investors about modestly adding to their positions. This will help us drive our speed to market and advance key investments, particularly related to our AI strategy.

The Company recently filed a request for a 2023 government tax credit that could add 25% to the non-dilutive funds of \$0.4M received to-date. Also, once we have signed contracts and are generating revenues, we will apply for other creative non-dilutive mechanisms available to us.

The Company continues to hold zero debt.

Go-To-Market Strategy

As reported previously, we are focused on closing our initial sales and maturing our 3rd party channels. While taking longer than anticipated, we expect to have four contracts signed by the end of the next quarter. These contracts are in 3 different industry verticals (Fin Svcs, Policing and Govt). Our goal is to leverage these initial deployments to expand in each of these verticals. We continue to add to our robust pipeline through this direct sales approach.

On the channel side, we recently signed an agreement with a US-based reseller. This company has deep roots in preventative health and is adding mflQ as a core element of their offering. This new agreement is alongside previously announced reseller/teaming agreements signed with two global consulting firms as well as a partner in the US transportation vertical. We have expanded the relationship with one of the consulting firms from Canada to Australia, where mflQ offers great value to address recent regulatory mandates.

Without getting “ahead of our skis” as we say internally, leveraging resellers in our sales strategy will provide us faster speed to market and at less cost, versus focusing solely on the direct “hand to hand combat” sales strategy. We feel that a healthy blend of the two strategies is the right path forward and supports our bullish sales stance.

We have created short videos, with messaging refined for key verticals. The videos use an AI tool, allowing us to produce them quickly and at a very small cost. Click on the following link to see the Policing version. [Unlocking Police Service Potential with mflQ](#)

Brand Awareness

We have been actively engaged in building out the mflQ brand through various speaking opportunities. The feedback has been that our key messages are resonating and we will continue to push this forward as a priority, particularly for our key verticals. This includes an upcoming webinar targeted at executives of major Canadian hospitals based on an introduction to a national, not-for-profit, shared services organization.

Intellectual Property ("IP") Highlights

Apart from mflQ having "patent pending" on its solution process as reported in the last shareholder communication, we recently received approval of our filed trademarks in Canada, UK and EU and expect approval from the US office shortly. We still have further work to do in this area once sufficient funding is available to move this up on our list of investment priorities. As noted previously, mflQ owns 100% of its IP.

mflQ Product Highlights

We have made a user authentication shift that we believe is a game changer for mflQ and continues to emphasize our uniqueness in the industry. We no longer require a user's name or email address to onboard an individual which further protects their anonymity and promotes usage. We are also embarking on having geographic instances of our solution to address data residency concerns as we expand into the US and globally.

mflQ has completed the SOC 2, Type 2 compliance audit and is waiting on the report findings to obtain certification, supporting the security of the solution that we have built over the past 3 years.

We hope to see many of you at our 2025 AGM to be held virtually on May 20, 2025 from 11:00am - 12:30pm EST. Please join us for the short formal business portion, more details on our business progress as well as an opportunity to ask questions.

Sincerely,

John Moore
CEO Mental Fitness IQ Inc.

Communication approved by the Board of Directors

This update may contain forward-looking and confidential information. The forward-looking statements involve risks, uncertainties and assumptions and other factors that may cause results to be different from such statements. Mental Fitness IQ Inc. does not undertake any obligation to release any updates to any forward-looking statements, except as required by law. The information provided in this update is the confidential information of Mental Fitness IQ Inc. and may not be disclosed without its written consent.