



MiMedia Holdings Inc.



Voting Instruction Form ("VIF") – Annual General and Special Meeting to be held on June 14, 2024

Appointment of Appointee

I/We being the undersigned holder(s) of MiMedia Holdings Inc. (the "Corporation") hereby appoint **Christopher Giordano, Chief Executive Officer** or failing this person, **Philip Ellard, Chief Financial Officer** or failing this person, **James Brown, legal counsel to the Corporation**

OR

Print the name of the person you are appointing if this person is someone other than the Management Nominees listed herein:

as my/our appointee with full power of substitution and to attend, act, and to vote for and on behalf of the holder in accordance with the following direction (or if no directions have been given, as the appointee sees fit) and all other matters that may properly come before the **Annual General and Special Meeting of MiMedia Holdings Inc.** to be held at the offices of **Wildeboer Dellelce LLP located at 365 Bay Street, Suite 800, Toronto, Ontario on June 14, 2024, at 2:00 p.m. EST (11:00 a.m. PST)** or at any adjournment thereof.

	For	Withhold		For	Withhold		For	Withhold
1. Election of Directors.								
a. Christopher Giordano	<input type="checkbox"/>	<input type="checkbox"/>	b. John MacPhail	<input type="checkbox"/>	<input type="checkbox"/>	c. David Smalley	<input type="checkbox"/>	<input type="checkbox"/>
d. Cole Brodman	<input type="checkbox"/>	<input type="checkbox"/>	e. Seth Solomons	<input type="checkbox"/>	<input type="checkbox"/>			
2. Appointment of Auditors. To re-appoint McGovern Hurley LLP as auditors of the Corporation for the ensuing year and to authorize the directors of the Corporation to fix the remuneration of the auditors.							For	Withhold
							<input type="checkbox"/>	<input type="checkbox"/>
3. Approval of Amended Omnibus Equity Compensation Plan. To consider and, if deemed advisable, to pass, with or without variation, an ordinary resolution to approve the adoption of the Corporation's amended and restated omnibus equity incentive plan (the "Amended Omnibus Equity Incentive Plan").							For	Against
							<input type="checkbox"/>	<input type="checkbox"/>
4. Approval of Increase to Insider Participation Under the Amended Omnibus Equity Incentive Plan. To consider and, if deemed advisable, to pass, with or without variation, a resolution of the disinterested shareholders of the Corporation to increase the maximum aggregate number of Subordinate Voting Shares that may be issuable pursuant to awards granted or issued to insiders of the Corporation (as a group) at any point in time under the Amended Omnibus Equity Incentive Plan from 10% to 15% of the total issued and outstanding Shares (on an as-converted basis as it relates to the Multiple Voting Shares).							For	Against
							<input type="checkbox"/>	<input type="checkbox"/>

Authorized Signature(s) – This section must be completed for your instructions to be executed. **Signature(s):** _____ **Date** _____

I/We authorize you to act in accordance with my/our instructions set out above. I/We hereby revoke any VIF previously given with respect to the Meeting. If no voting instructions are indicated above, **this VIF will be voted as recommended by Management.**

MM / DD / YY

Interim Financial Statements – Check the box to the right if you would like to receive interim financial statements and accompanying Management's Discussion & Analysis by mail. See reverse for instructions to sign up for delivery by email.

Annual Financial Statements – Check the box to the right if you would like to receive the Annual Financial Statements and accompanying Management's Discussion and Analysis by mail. See reverse for instructions to sign up for delivery by email.

**INSTEAD OF MAILING THIS VIF, YOU MAY SUBMIT YOUR
VIF USING SECURE ONLINE VOTING AVAILABLE ANYTIME:**

**This VIF is solicited by and on behalf of Management.
VIFs must be received by 2:00 pm, EST, on June 12, 2024.**

Notes to VIF

1. Each holder has the right to appoint a person, who need not be a holder, to attend and represent them at the Meeting. If you wish to appoint a person other than the persons whose names are printed herein, please insert the name of your chosen appointee in the space provided on the reverse.
2. If the securities are registered in the name of more than one holder (for example, joint ownership, trustees, executors, etc.) then all of the registered owners must sign this VIF in the space provided on the reverse. 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 VIF with signing capacity stated.
3. This VIF should be signed in the exact manner as the name appears on the VIF.
4. If this VIF is not dated, it will be deemed to bear the date on which it is mailed by Management to the holder.
5. The securities represented by this VIF will be voted as directed by the holder; however, if such a direction is not made in respect of any matter, this VIF will be voted as recommended by Management.
6. The securities represented by this VIF will be voted or withheld from voting, in accordance with the instructions of the holder, on any ballot that may be called for and, if the holder has specified a choice with respect to any matter to be acted on, the securities will be voted accordingly.
7. This VIF confers discretionary authority in respect of amendments to matters identified in the Notice of Meeting or other matters that may properly come before the meeting.
8. This VIF should be read in conjunction with the accompanying documentation provided by Management.



To Vote Your VIF Online please visit:

<https://vote.odysseytrust.com>

You will require the CONTROL NUMBER printed with your address to the right.

If you vote by Internet, do not mail this VIF.

To request the receipt of future documents via email and/or to sign up for Securityholder Online services, you may contact Odyssey Trust Company at <https://odysseytrust.com/ca-en/help/>.

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. A return envelope has been enclosed for voting by mail.