

## Notice of Special Meeting of Shareholders and Notice of Availability of Materials

Notice is hereby given that a special meeting (the “**Meeting**”) of the holders of common shares of goeasy Ltd. (the “**Corporation**”) will be held in a virtual-only format whereby shareholders may attend and participate in the Meeting via live audio webcast. In this virtual Meeting, registered shareholders and duly appointed proxyholders, including non-registered (beneficial) shareholders who have appointed themselves as proxyholders, may attend the Meeting, ask questions and vote, all in real time. Registered shareholders and duly appointed proxyholders can vote at the appropriate times during the Meeting.

You must be connected to the internet at all times to be able to vote – it is your responsibility to make sure you stay connected for the entire Meeting.

### WHEN

Tuesday, November 3, 2026

1:00 p.m. (Toronto time)

### BUSINESS OF THE MEETING

At the Meeting, shareholders will be asked to:

- (a) consider and, if deemed appropriate, adopt an ordinary resolution ratifying, confirming and approving the adoption of the Corporation’s Shareholder Rights Plan; and
- (b) transact such other business as may properly come before the Meeting or any postponement or adjournment thereof.

The specific details are set forth in the Management Information Circular (the “**Circular**”) accompanying this notice of 2026 special meeting of shareholders and notice of availability of proxy materials (this “**Notice of Meeting**”).

Shareholders are entitled to receive notice of and to vote at the Meeting if they were shareholders as at the close of business on the record date, being September 14, 2026.

If you are a registered shareholder and you want to appoint someone else (other than the Management nominees) to vote online at the Meeting, you must first submit your proxy indicating who you are appointing. You or your appointee must then register with TSX Trust in advance of the Meeting by emailing [tsxtrustproxyvoting@tmx.com](mailto:tsxtrustproxyvoting@tmx.com) the “Request for Control Number” form, which can be found here <https://tsxtrust.com/resource/en/75>.

If you are a non-registered shareholder and want to vote online at the Meeting, you must appoint yourself as proxyholder and register with TSX Trust in advance of the Meeting by emailing [tsxtrustproxyvoting@tmx.com](mailto:tsxtrustproxyvoting@tmx.com) the “Request for Control Number” form, which can be found here <https://tsxtrust.com/resource/en/75>.

Registered shareholders who are unable to attend the virtual Meeting are requested to complete, date and sign the enclosed form of proxy and send it in the enclosed envelope to TSX Trust Company, 100 Adelaide Street West, Suite 301, Toronto, Ontario M5H 4H1, or submit by fax to 416-595-9593 or internet at [www.voteproxyonline.com](http://www.voteproxyonline.com). Non-registered shareholders who receive these materials through their broker or other intermediary should complete and send the voting instruction form in accordance with the instructions provided by their broker or intermediary. To be effective, a proxy must be received by TSX Trust Company not later than 1:00 p.m. (Toronto Time) on October 30, 2026, or in the case of any postponement or adjournment of the Meeting, not less than 48 hours, excluding Saturdays, Sundays, and holidays, prior to the time fixed for the holding of any postponement or adjournment of the Meeting.

#### How do registered shareholders vote at the virtual Meeting?

1. Login online at <https://virtual-meetings.tsxtrust.com/1983> at least 15 minutes before the Meeting starts.
2. Click “**I have a control number/meeting access number**”.
3. Enter your 12-digit control number (on your proxy form) as your username.
4. Enter the password: “**goeasy2026**” (case sensitive).
5. When the polls are opened, click on the “Voting” icon. To vote, simply select your voting direction from the options shown on screen and click **Submit**. A confirmation message will appear to show your vote has been received.

#### How do beneficial shareholders vote at the virtual Meeting?

1. Appoint yourself as proxyholder by writing your name in the space provided on the VIF.
2. Sign and send it to your intermediary, following the voting deadline and submission instructions on the VIF.
3. Obtain a control number by contacting TSX Trust Company by emailing [tsxtrustproxyvoting@tmx.com](mailto:tsxtrustproxyvoting@tmx.com) the “Request for Control Number” form, which can be found here <https://tsxtrust.com/resource/en/75>.
4. Login online at <https://virtual-meetings.tsxtrust.com/1983> at least 15 minutes before the Meeting starts
5. Click “**I have a control number/meeting access number**”.
6. Enter the control number provided by [tsxtrustproxyvoting@tmx.com](mailto:tsxtrustproxyvoting@tmx.com).
7. Enter the password: “**goeasy2026**” (case sensitive).
8. When the polls are opened, click on the “Voting” icon. To vote, simply select your voting direction from the options shown on screen and click **Submit**. A confirmation message will appear to show your vote has been received.

#### How do guests attend the virtual Meeting?

1. Login online at <https://virtual-meetings.tsxtrust.com/1983> at least 15 minutes before the Meeting starts
2. Click “**I am a guest**”.

## NOTICE-AND-ACCESS

The Corporation is using the notice-and-access procedures permitted by Canadian securities laws for the delivery to shareholders of the Circular and other related materials for the Meeting (the “**Proxy Materials**”). Under the notice-and-access procedures, instead of receiving paper copies of the Proxy Materials, shareholders receive this Notice of Meeting and a form of proxy or voting instruction form, as applicable.

Using the notice-and-access procedures allows for quick access to the Proxy Materials, contributes to the protection of the environment by reducing the amount of paper sent to shareholders and helps reduce printing and postage costs.

If you have any questions regarding this Notice of Meeting, the notice-and-access procedures or the Meeting procedures, please contact TSX Trust Company toll-free at 1-866-600-5869 or by email at [tsxtis@tmx.com](mailto:tsxtis@tmx.com).

## QUESTIONS? NEED HELP VOTING? CONTACT KINGSDALE ADVISORS.

**Your vote is important, regardless of the number of Common Shares you hold.** Voting is quick and easy for Shareholders. Shareholders who have questions or need assistance with voting may contact Kingsdale Advisors, the Corporation’s strategic advisor, by telephone at 1-877-659-1821 (toll-free in North America) or 1-437-561-5023 (call or text), or by email at [contactus@kingsdaleadvisors.com](mailto:contactus@kingsdaleadvisors.com). To obtain information about voting your Common Shares, please visit [www.voteGSY.com](http://www.voteGSY.com), or scan the QR code to the right with your smart device.

By order of the Board of Directors,



David Ingram, Executive Chairman  
Mississauga, Ontario, Canada

**September 14, 2026**

## Where to get a copy of the Proxy Materials?

The Proxy Materials will be available online at <https://docs.tsxtrust.com/GSY2026>, on SEDAR+ under the Corporation’s profile at [www.sedarplus.ca](http://www.sedarplus.ca), or on the Corporation’s website at [www.goeasy.com](http://www.goeasy.com). Shareholders are advised to review the Proxy Materials prior to voting.

If you prefer to have a paper copy, contact us by calling or emailing TSX Trust Company and we will send you one, free of charge:

Call: 1-866-600-5869  
Email: [tsxtis@tmx.com](mailto:tsxtis@tmx.com)  
(Please add ‘**goeasy 2026 MIC**’ on the subject line)

To receive the Proxy Materials in advance of the voting deadline and Meeting date, requests for paper copies should be received by no later than October 23, 2026. If you request a paper copy of the Proxy Materials, please note that you will not receive another form of proxy or voting instruction form, as applicable. Please retain the one you received with this Notice of Meeting for voting purposes.

