



Notice of Availability of Proxy Materials for PLAYMAKER CAPITAL INC. SPECIAL Meeting

Meeting Date and Time: January 22, 2024 at 10:00 a.m. (Toronto time)

Location: Live Audio Webcast at <https://web.lumiagm.com/#/205606471>

Please be advised that the proxy materials for the above noted securityholder meeting are available for viewing and downloading online. This document provides an overview of these materials, but you are reminded to access and review the information circular and other proxy materials available online prior to voting. These materials are available at:

www.playmaker.fans

OR

www.sedarplus.ca

Obtaining Paper Copies of the Proxy Materials

Securityholders may request to receive paper copies of the proxy materials related to the above referenced meeting by mail at no cost. Requests for paper copies must be received by January 8, 2024 in order to receive the paper copy in advance of the meeting. Shareholders may request to receive a paper copy of the Materials for up to one year from the date the Materials were filed on www.sedarplus.ca.

For more information regarding notice-and-access or to obtain a paper copy of the Materials you may contact our transfer agent, Odyssey Trust Company, via www.odysseycontact.com or by phone at 1-888-290-1175 (toll-free within North America) or 1-587-885-0960 (direct from outside North America).

Notice of Meeting

The resolutions to be voted on at the meeting, described in detail in the Management Information Circular (the “**Circular**”), are as follows:

To consider and, if thought advisable, to pass a special resolution, the full text of which is set forth in Appendix “B” to the Circular, approving an arrangement pursuant to Section 182 of the *Business Corporations Act* (Ontario) involving, among other things, the acquisition by Better Collective A/S of all of Playmaker Capital Inc.’s outstanding common shares pursuant to an arrangement agreement dated November 6, 2023, all as more particularly described in the Circular.

Voting

To vote your securities, please refer to the instructions on the enclosed Proxy or Voting Instruction Form. Your Proxy or Voting Instruction Form must be received by January 18, 2024 at 10:00 a.m. (Toronto time).

Stratification

The Issuer is providing paper copies of its Management Information Circular only to those registered shareholders and beneficial shareholders that have previously requested to receive paper materials.