

# URBANA CORPORATION

## Notice of Annual Meeting of Shareholders

Notice is hereby given that the annual meeting (the “Meeting”) of shareholders of Urbana Corporation (“Urbana”) will be held at the St. Andrew’s Club and Conference Centre, 150 King Street West, 27<sup>th</sup> Floor, Toronto, Ontario on May 10, 2017, at 11:00 a.m. for the following purposes:

1. to receive the financial statements of Urbana for the year ended December 31, 2016 together with the report of the auditor thereon;
2. to elect directors;
3. to appoint Deloitte LLP as the auditor of Urbana and to authorize the directors to fix the auditor’s remuneration;
4. to transact such other business as may properly come before the Meeting or any adjournment thereof.

The management information circular (the “Circular”) accompanying this notice provides details relating to the forgoing matters.

All shareholders of Urbana are invited to attend the Meeting. Holders of common shares of record at the close of business on March 13, 2017 are the only shareholders entitled to vote at the Meeting. Holders of Non-Voting Class A Shares are entitled to attend the Meeting, but are not entitled to vote on the matters set forth above and further described in the Circular.

If you are a registered holder of common shares and are not planning to be present in person at the Meeting, you may vote your shares by completing, signing, and returning the accompanying form of proxy in the enclosed envelope or otherwise to Proxy Department, CST Trust Company Inc., P.O. Box 721, Agincourt, Ontario M1S 0A1 or by fax at 416-368-2502 (North American Toll Free 1-866-781-3111). If you are a non-registered holder of common shares and receive these materials through your broker or other intermediary, you should contact your broker or other intermediary and proceed in accordance with the instructions provided by such broker or other intermediary. Proxies to be used at the Meeting must be deposited not later than 5:00 p.m., Toronto time, on May 8, 2017.

March 29, 2017



Thomas S. Caldwell  
President and C.E.O.