KITS

NOTICE-AND-ACCESS NOTIFICATION
for the Annual General Meeting of Shareholders
to be held on June 30, 2021

You are receiving this notification as Kits Eyecare Ltd. (the "**Company**") is using the notice-and-access model for delivery of certain meeting materials to its non-registered shareholders ("**Non-Registered Holders**"). Under notice-and-access, instead of a paper copy of the information circular (the "**Circular**"), Non-Registered Holders receive this notice with information on how they may access such materials electronically. The use of this alternative means of delivery is more environmentally friendly as it will help reduce paper use and also will reduce the cost of printing and mailing materials to Non-Registered Holders.

MEETING DATE AND LOCATION

When:	Wednesday, June 30, 2021 at 10:00 a.m. (Pacific Daylight Time)
Where:	Virtual Meeting via live audio webcast at:
	https://web.lumiagm.com/422890901

SHAREHOLDERS WILL BE ASKED TO CONSIDER AND VOTE ON THE FOLLOWING MATTERS

Financial Statements:	Shareholders will be asked to receive the consolidated financial statements of the Company for the year ended December 31, 2020, together with auditors' report thereon. Information respecting the financial statements may be found in the Circular under "*Financial Statements*".
Election of Directors:	Shareholders will be asked to elect directors for the ensuing year. Information respecting the election of directors may be found in the Circular under "*Election of Directors*".
Appointment of Auditor:	Shareholders will be asked to reappoint MNP LLP as the Company auditor for the ensuing year, and authorize the directors to fix their remuneration. Information respecting the appointment of MNP LLP may be found in the Circular under "*Appointment of Auditors*".
Other Business:	Shareholders may be asked to consider other items of business that may be properly brought before the meeting.

OVER ⟶

HOW TO OBTAIN PAPER COPIES OF THE CIRCULAR

Non-Registered Holders may obtain paper copies of the Circular, the Company's management's discussion and analysis of the results of operations and financial condition of the Company for the year ended December 31, 2020 and the audited consolidated financial statements of the Company and accompanying notes for the year ended December 31, 2020 free of charge by calling 1-877-907-7643 at any time up until and including the date of the Meeting, including any adjournment or postponement thereof.

To ensure you receive the paper copy in advance of the voting deadline and meeting date, your request must be received no later than 10:00 a.m. (Pacific Daylight Time) on June 20, 2021.

The Company will only provide paper copies of the Circular to shareholders who request paper copies of materials. Meeting materials will be available for viewing on the Company's website for one year from the date of posting.

VOTING

PLEASE NOTE YOU CANNOT VOTE BY RETURNING THIS NOTICE. To vote your shares you must vote using the methods reflected on your enclosed voting instruction form. Your voting instruction form must be received by 10:00 a.m. (Pacific Daylight Time) on June 28, 2021.

PLEASE REVIEW THE INFORMATION CIRCULAR PRIOR TO VOTING

The Information Circular and other relevant materials are available at:

https://ir.kits.com or www.sedar.com.

QUESTIONS

If you have any questions about Notice-and Access, please call Broadridge Investor Communication Solutions, English Proxy Line toll-free at 1-844-916-0609 (Canada and the U.S. only) or direct at 1-303-562-9305 (outside Canada and the U.S.) or the French Proxy Line toll-free at 1-844-973-0593 (Canada and the U.S. only) or direct at 1-303-562-9306 (outside Canada and the U.S.).