

ADVANTEX MARKETING INTERNATIONAL INC.

NOTICE OF ANNUAL AND SPECIAL MEETING OF SHAREHOLDERS

NOTICE IS HEREBY GIVEN that an annual and special meeting of shareholders (the “**Meeting**”) of ADVANTEX MARKETING INTERNATIONAL INC. (the “**Company**”) will be held on February 28, 2018, at 11:00 am (Toronto time) at the office of the Company’s general counsel Miller Thomson LLP, Scotia Plaza, 40 King Street West, Suite 5800, Toronto, Ontario, M5H 3S1.

The purpose of the Meeting is:

1. to present the annual report and audited financial statements of the Company for the fiscal year ended June 30, 2017;
2. to elect directors;
3. to appoint auditors;
4. to approve restricted share unit plan; and
5. to transact such other business as may properly be brought before the Meeting.

As described in the notice and access notification mailed to shareholders of the Company, the Company has decided to deliver this information circular by posting it to the website (www.meetingdocuments.com/astca/ADX). The use of this alternative means of delivery is more environmentally friendly as it will help reduce paper use and the Company’s printing costs. This information circular will also be available on SEDAR at www.sedar.com. **Shareholders who wish to receive paper copies of the information circular may request copies (at no cost) by calling toll-free at 1-888-433-6443 or by emailing fulfilment@astfinancial.com prior to February 14, 2018.**

A shareholder may attend the Meeting in person or may be represented by proxy. Shareholders who are unable to attend the Meeting, or any adjournment thereof, in person are requested to date, sign and return the accompanying form of proxy or VIF for use at the Meeting or any adjournment thereof. To be effective, the enclosed form of proxy or VIF must be returned in the enclosed postage prepaid envelope. Registered holders can also deliver their proxy to the Company’s registrar and transfer agent, AST Trust Company by mail to P.O. Box 721, Agincourt, ON, Canada, M1S 0A1, or by hand to 1 Toronto Street, Suite 1200, Toronto, Ontario, or by fax to 416-368-2502 / toll-free 1-866-781-3111 or by email at proxyvote@astfinancial.com, no later than 11:00 am (Toronto time) on Monday, February 26, 2018 where there is no adjournment or postponement of the Meeting.

DATED at Markham, Ontario

January 19, 2018

BY ORDER OF THE BOARD OF DIRECTORS

“Kelly E. Ambrose”

President and Chief Executive Officer