

March 24, 2016

**NOTICE RE ANNUAL GENERAL MEETING OF SHAREHOLDERS OF
THE SECOND CUP LTD. TO BE HELD ON MAY 6, 2016**

NOTICE-AND-ACCESS NOTIFICATION TO SHAREHOLDERS

The Second Cup Ltd. (the “**Issuer**,” “**us**” or “**we**”) will be holding our annual general meeting (the “**Meeting**”) of shareholders on Friday, May 6, 2016 at **10:00 a.m.** TMX Broadcast Centre, 130 King Street West, Toronto, Ontario, Canada (the “**Meeting**”). A notice of meeting and management information circular in respect of the Meeting dated March 24, 2016 (the “**Notice of Meeting and Circular**”) and the annual financial statements for the year ended December 26, 2015, along with the related management discussion & analysis (the “**Financial Statements and MD&A**”) have been posted at www.seconddcup.com and on the Issuer’s profile on www.SEDAR.com.

The Meeting is being held to consider the following matters:

1. receiving the audited financial statements of the Issuer for the year ended December 26, 2015;
2. electing directors who will serve until the end of the next annual shareholder meeting;
3. appointing auditors for the Issuer and authorizing the directors of the Issuer to fix the remuneration of the auditors; and
4. transacting such other business that may properly come before the Meeting or any adjournment thereof.

These matters are set out in detail under the heading “Annual General Meeting Business” and can be found at page [6] of the Notice of Meeting and Circular.

We have included with this Notice a Request for Voting Instructions, which should be completed and returned to us prior to May 4, 2015 in order for your shares to be voted at the Meeting.

Please review the Notice of Meeting and Circular prior to voting.

In lieu of mailing the Notice of Meeting and Circular and our Financial Statements and MD&A, we are using notice-and-access to provide access to an electronic copy of these documents to registered holders and beneficial owners of the Issuer’s common shares by posting them on the websites noted above. Registered holders and beneficial owners who have previously provided standing instructions will receive a paper copy of these documents.

If you wish to obtain a paper copy of these documents or for more information on notice-and-access you may call us toll free at 1-877-212-1818. You must call us to request a paper copy by April 27, 2016 in order to receive a paper copy prior to May 4, 2016 which is the deadline for the submission of your voting instructions and by April 29, 2016 to receive paper copies before the date of the Meeting.