



Capital
Markets
Tribunal

Tribunal
des marchés
financiers

22nd Floor
20 Queen Street West
Toronto ON M5H 3S8

22e étage
20, rue Queen ouest
Toronto ON M5H 3S8

FILE NO.: 2026-29

BETWEEN:

BRANDCO HOLDCO, LLC
(Applicant)

- and -

FLUENT CORP. and ONTARIO SECURITIES COMMISSION
(Respondents)

NOTICE OF HEARING

Subsections 104(1) and 127(1) of the *Securities Act*, RSO 1990, c S.5

PROCEEDING TYPE: Application Relating to a Transaction

HEARING DATE AND TIME: July 20 2026, at 10:00 a.m.

LOCATION: By videoconference

PURPOSE

The purpose of this proceeding is to consider the application filed by BrandCo Holdco, LLC filed July 14, 2026, requesting an order directing FLUENT Corp. to seek minority approval of its proposed arrangement with Vireo Growth Inc. through which all current FLUENT shareholders will sell their shares to Vireo in exchange for Vireo shares, making Vireo the sole shareholder of FLUENT.

The hearing set for the date and time indicated above is the first case management hearing in this proceeding, as described in subsection 13(3) of the *Capital Markets Tribunal Rules of Procedure*.

REPRESENTATION

Any party to the proceeding may be represented by a representative at the hearing.

FAILURE TO ATTEND

IF A PARTY DOES NOT ATTEND, THE HEARING MAY PROCEED IN THE PARTY'S ABSENCE AND THE PARTY WILL NOT BE ENTITLED TO ANY FURTHER NOTICE IN THE PROCEEDING.

FRENCH HEARING

This Notice of Hearing is also available in French on request of a party. Participation may be in either French or English. Participants must notify the Tribunal in writing as soon as possible if the participant is requesting a proceeding be conducted wholly or partly in French.

AVIS EN FRANÇAIS

L'avis d'audience est disponible en français sur demande d'une partie, que la participation à l'audience peut se faire en français ou en anglais et que les participants doivent aviser le Tribunal par écrit dès que possible si le participant demande qu'une instance soit tenue entièrement ou partiellement en français.

Dated at Toronto this 16th day of July, 2026

Registrar, Governance & Tribunal Secretariat
Ontario Securities Commission