



NOTICE OF ANNUAL MEETING OF SHAREHOLDERS

NOTICE IS HEREBY GIVEN that the annual meeting (the “**Meeting**”) of the holders (“**Shareholders**”) of common shares (“**Common Shares**”) of PFB Corporation (the “**Corporation**”) will be held at 11:00 a.m. (Mountain Daylight Time) at the offices of the Corporation located at 100, 2886 Sunridge Way N.E., Calgary, Alberta, on Thursday, May 11, 2017, for the following purposes:

1. **To receive** the consolidated financial statements of the Corporation and the auditors’ report thereon for the financial years ended December 31, 2016 and 2015;
2. **To elect** the directors for the ensuing year;
3. **To appoint** the auditors of the Corporation for the ensuing year and authorize the board of directors to fix their remuneration;
4. **To approve** an ordinary resolution approving all unallocated stock options under the Corporation's stock option plan until May 11, 2020, as more particularly described in the management information circular of the Corporation dated March 31, 2017 (the “**Circular**”); and
5. **To transact** such other business as may properly be brought before the Meeting or at any adjournment thereof.

The matters referred to in paragraphs 1 through 4 are more fully described under the heading “Business to be Transacted at the Meeting” in the Circular that accompanies this Notice of Meeting.

Canadian securities laws allow the Corporation to post its Circular, the audited consolidated financial statements for the years ended December 31, 2016 and 2015 to be tabled at the Meeting (the “**Financial Statements**”) and management’s discussion and analysis for the year ended December 31, 2016 (“**MD&A**”) online rather than mailing paper copies of such materials to certain Shareholders. This process is known as the “notice-and-access” rule and the Corporation is distributing its Meeting materials to Beneficial Shareholders by way of the “notice-and-access” rule and the procedures known as “stratification”.

The rule allows the Corporation to post electronic copies of the Circular, Financial Statements and MD&A online on the System for Electronic Document Analysis and Retrieval (SEDAR) at www.sedar.com, on the Corporation’s website at www.pfbcorp.com under Investors/Shareholder Information and at www.alliancetrust.ca/shareholders.

The Corporation has elected to use procedures known as “stratification” in relation to its use of the notice-and-access rule. Stratification occurs when the Corporation, while using the notice-and-access rule, provides paper copies of the Meeting materials to certain Shareholders. In relation to the Meeting, if you are a registered Shareholder you will receive a paper copy of each of this Notice of Meeting, the Circular, the Financial Statements and the associated MD&A, and a form of proxy (a “**Form of Proxy**”), whereas if you are Beneficial Shareholder you will only receive a notice package consisting of this Notice of Meeting, a voting instruction form and a supplemental mail card (the “**Notice Package**”).

If you are a Beneficial Shareholder and you would like to receive a paper copy of the Meeting materials prior to the voting deadline, you must send your request well in advance in order to ensure that either Alliance Trust Company (registrar and transfer agent of the Corporation), or the Corporation, receives your request by Thursday, April 27, 2017. This deadline should ensure sufficient time for you to receive paper copies of the Meeting materials. However, if your request is made at any time before the Meeting date, the Meeting materials will be sent within three business days of receipt of the request.

Beneficial Shareholders may obtain paper copies of the Circular, the Financial Statements and related MD&A free of charge by contacting Alliance Trust Company toll free at 1-877-537-6111 or by e-mail at inquiries@alliancetrust.ca, or from the Corporation’s Chief Executive Officer at e-mail asmith@pfbcorp.com.

Shareholders with questions about notice-and-access may contact Alliance Trust Company, toll-free at 1-877-537-6111 or by e-mail at inquiries@alliancetrust.ca, or from the Corporation's Chief Executive Officer at e-mail asmith@pfbcorp.com.

Pursuant to the notice-and-access rules, the Corporation will also provide a paper copy of Meeting materials to any Beneficial Shareholder free of charge upon request for a period of one year from the date the Circular is filed on SEDAR. If your request is made after May 11, 2017, the date of the Meeting, the Meeting materials will be sent to you within 10 calendar days of receipt of your request.

Beneficial Shareholders will be mailed the Notice Package by their broker, investment dealer, bank, trust company, nominee or other intermediary, as appropriate. Beneficial Shareholders should follow the completion and delivery instructions contained in the Notice Package and they are reminded to review the information contained in the Circular before voting.

Shareholders who are unable to attend the Meeting and who wish to ensure that their Common Shares will be voted at the Meeting are requested to complete, sign and date the enclosed Form of Proxy solicited by the management of the Corporation in accordance with the instructions set out therein. All proxies must be received at the office of the Alliance Trust Company, 1010, 407-2nd Street S.W., Calgary, Alberta, T2P 2Y3, not later than 48 hours (excluding Saturdays, Sundays, and statutory holidays) before the time set for the Meeting or, if the Meeting is adjourned, not later than 48 hours preceding the time of such adjourned Meeting, otherwise the Form of Proxy will be invalid.

DATED at Calgary, Alberta, this 31st day of March, 2017.

BY THE ORDER OF THE BOARD OF DIRECTORS

"William H. Smith"

William H. Smith, Q.C., Corporate Secretary

Your vote is important – Please submit your Form of Proxy today