

# Parkland

VOTE FOR THE RIGHT BOARD TO **MAXIMIZE** VALUE FOR **ALL** SHAREHOLDERS

## A Clear Choice to Facilitate the Strategic Review

Choose **ONLY** the Parkland Nominees on the **BLUE** Proxy or VIF



### The Right Leadership for the Right Moment

- A vote for the Parkland Nominees will ensure our strategic review process is executed by a team with industry knowledge and transactional expertise.
- To ensure fairness and independence, the review is being led by a Special Committee of highly qualified, independent directors with expertise in energy, capital markets, and corporate governance.
- Over the past two years, Parkland has added six highly experienced independent directors to the Board. These appointments reinforce our focus on strong corporate governance and demonstrate the Company's commitment to rigorous, ongoing board renewal, which prioritizes recruiting directors with relevant industry and executive expertise.



### Parkland: A Valuable Platform for Growth in a Consolidating Industry

- Parkland is a Canadian-headquartered international company with a platform for consolidation that is built on unique customer and supply advantages. The benefits of our strategy emphasizing scale and supply advantage have been evident despite challenges.
- Safety remains a top priority for Parkland, and in 2024, we achieved record performance. In addition, we recently announced our 13<sup>th</sup> consecutive annual dividend increase, further extending our track record of returning capital to our shareholders.



### Protecting Your Interests Amongst an Escalating Dispute with Simpson Oil

- Simpson Oil has made it clear that their priority is securing control of Parkland without paying a control premium.
- This dispute with Simpson has generated uncertainty and frustration among Parkland's remaining shareholders and has contributed to an ongoing overhang on the share price.
- In the spirit of collaboration, constructive engagement, and in pursuit of reaching a resolution to the dispute with Simpson, Parkland has made the decision to recommend that the three Qualified Simpson Nominees be elected to the Board as part of the Parkland Nominees. If elected at the Meeting, Parkland intends to appoint certain of the Qualified Simpson Nominees to the Special Committee.



### A Clear Choice: Vote to Maximize Value for All Shareholders

- The Parkland Nominees and management team are the right stewards to oversee this strategic review. Our focus remains on execution, stability, and long-term value creation for **ALL** shareholders.
- We are conducting a rigorous, independent process to ensure all options are explored in a way that maximizes long-term value for **ALL** shareholders.

Vote **ONLY** the **BLUE** Proxy or VIF for Parkland Nominees

**Proxy Cut-off: May 2, 2025 at 9:00 A.M.**

(Mountain Time)

**Annual General Meeting: May 6, 2025 at 9:00 A.M.**

(Mountain Time)

## QUESTIONS? NEED HELP VOTING?

Contact Kingsdale Advisors

**1.888.518.6832** (Toll-free in North America)

**1.647.251.9740** (Text and call outside North America)

**contactus@kingsdaleadvisors.com**



**ourparkland.ca**

# Vote only your **BLUE PROXY** or **BLUE VIF** today

## Parkland

In order to be used at the Meeting, your **BLUE** Form of Proxy or **BLUE** VIF must be submitted in accordance with the instructions provided prior to 9:00 A.M. (Mountain Time) on:

**May 2, 2025**

### REGISTERED SHAREHOLDERS

(You hold a share certificate registered in your name)



BY INTERNET

Go to [www.investorvote.com](http://www.investorvote.com) specified on your **BLUE** Form of Proxy and then follow the voting instructions on the screen. You will require a **15-digit Control Number** (located on the front of your **BLUE** Form of Proxy) to identify yourself to the system.



BY PHONE

Shareholders who wish to vote by phone can scan the QR code on their **BLUE** Form of Proxy or call toll-free at **1-866-732-8683** (within North America) or **1-312-588-4290** (in other countries). You will require a **15-digit Control Number** (located on the front of your **BLUE** Form of Proxy) to identify yourself to the system.



BY MAIL

Complete, date and sign your **BLUE** Form of Proxy and mail it in the postage-paid envelope included in your package to:

**Computershare Trust Company of Canada**

**Attention: Proxy Department  
8th Floor, North Tower 100  
University Avenue, Toronto, Ontario,  
Canada, M5J 2Y1**



BY FAX

Complete, sign and date your **BLUE** Form of Proxy and return it by fax to **1-866-249-7775** toll-free (within North America) or **1-416-263-9524** (in other countries). On the fax please write: **To the Toronto Office of Computershare, Attention: Proxy Department**

### CANADIAN NON-REGISTERED (BENEFICIAL) SHAREHOLDERS

(You hold shares through a Canadian bank, broker or other intermediary)



BY INTERNET

Go to [www.proxyvote.com](http://www.proxyvote.com) specified on your **BLUE** VIF and then follow the voting instructions on the screen. You will require a **16-digit Control Number** (located on the front of your **BLUE** VIF) to identify yourself to the system.



BY PHONE

Shareholders who wish to vote by phone should call **1-800-474-7493** (English) or **1-800-474-7501** (French). You will require a **16-digit Control Number** (located on the front of your **BLUE** VIF) to identify yourself to the system.



BY MAIL

Complete, sign and date your **BLUE** VIF and return it in the postage prepaid envelope provided to the address set out on the envelope.

### UNITED STATES NON-REGISTERED (BENEFICIAL) SHAREHOLDERS

(You hold shares through a U.S. bank, broker or other intermediary)



BY INTERNET

Go to [www.proxyvote.com](http://www.proxyvote.com) specified on your **BLUE** VIF and then follow the voting instructions on the screen. You will require a **16-digit Control Number** (located on the front of your **BLUE** VIF) to identify yourself to the system.



BY PHONE

Shareholders who wish to vote by phone should call **1-800-454-8683**. You will require a **16-digit Control Number** (located on the front of your **BLUE** VIF) to identify yourself to the system.



BY MAIL

Complete, sign and date your **BLUE** VIF and return it in the postage prepaid envelope provided to the address set out on the envelope.