



**CANACCORD GENUITY GROUP INC.
NOTICE AND ACCESS NOTIFICATION TO SHAREHOLDERS**

**Important notice regarding the availability of proxy materials for
the 2016 Annual General Meeting to be held in Toronto, Ontario
on Thursday, August 4, 2016, at 10:00 a.m. (Toronto time)**

Canaccord Genuity Group Inc. provides you with access to its information circular (“Information Circular”) for its annual general meeting on the Internet instead of mailing out paper copies. This means of delivery is more environmentally friendly as it helps to reduce paper use and reduce the cost of printing and mailing materials to shareholders. Shareholders with questions about notice and access may call the Company’s transfer agent, Computershare Investor Services Inc., toll-free at +1 (866) 964-0492 (or, for holders outside of Canada and the United States, +1 (514) 982-8714).

This Notification provides details of the date, time and place of the annual general meeting, including the matters to be voted on at the meeting and instructions on how to access an online copy of the Information Circular or to request a paper copy of the Information Circular. Accompanying this Notification is a form of proxy, voting instruction form (VIF) or other voting document that you will need to vote by proxy.

Notice is hereby given that the 2016 annual general meeting (the “Annual General Meeting”) of Canaccord Genuity Group Inc. (the “Company”) will be held:

WHEN: Thursday, August 4, 2016, at 10:00 a.m. (Toronto time)

WHERE: Bay Adelaide Centre, 333 Bay Street, 34th floor, Toronto, Ontario

for the following purposes:

Election of directors: Shareholders will be asked to fix the number of directors and to elect directors for the coming year. Information about the election of directors may be found in the “Election of Directors” section starting on page 6 of the Information Circular.

Appointment of auditors: Shareholders will be asked to re-appoint Ernst & Young LLP as the company’s auditors for the coming year and to authorize the directors to fix their remuneration. Information about the appointment of Ernst & Young LLP may be found in the “Appointment of Auditors” section on page 12 of the Information Circular.

Amendment of articles. Shareholders will be asked to consider a special resolution to amend the articles of the Company to implement certain corporate governance “best practices” relating to the majority required to approve further amendments to the articles and the quorum requirements for directors’ and shareholders’ meetings. Information about these proposed amendments may be found in the “Amendment of Articles” section on page 44 of the Information Circular.

PLEASE REVIEW THE INFORMATION CIRCULAR BEFORE VOTING

Other business: Shareholders may be asked to consider any other business as may properly come before the meeting or any postponement or adjournment of the meeting. Information respecting the use of discretionary authority to vote on any such other business may be found in the “Provisions relating to voting of proxies” section on page 4 of the Information Circular.

Where can I access meeting materials?

We remind you to access and review all of the important information contained in the Information Circular and other proxy materials **before** voting. The Information Circular and other relevant materials are available online at www.sedar.com or at www.envisionreports.com/Canaccord2016AGM.

How do I get a paper copy of the Information Circular?

You can request a paper copy of the Information Circular and the Company’s Annual Report (including the audited annual financial statements and the management discussion and analysis (MD&A)) to be sent to you by regular postal delivery free of charge. Requests may be made up to one year from the date the Information Circular was filed on SEDAR by calling toll free at +1 (888) 250-3375 (or, for holders outside of Canada and the United States, +1 (416) 869-7293). For requests made before the date of the Annual General Meeting, a paper copy will be sent to you within three business days of receiving your request. Therefore, to receive the Information Circular before the deadline for deposit of proxies (proxy cut-off) for the Annual General Meeting, you should make your request before 5:00 p.m. (Toronto time) on Friday, July 22, 2016. To receive the Information Circular before the Annual General Meeting, you should make your request before 5:00 p.m. (Toronto time) on Thursday, July 28, 2016. For requests made on or after the date of the Annual General Meeting, a paper copy will be sent to you within 10 calendar days after receiving your request.

How do I vote my shares?

PLEASE NOTE – YOU CANNOT VOTE BY RETURNING THIS NOTIFICATION. If you cannot attend the Annual General Meeting, in order to vote your shares you must carefully follow the instructions on the accompanying proxy, voting instruction form (VIF) or other voting document, including when and where the form of proxy, VIF or other voting document is to be delivered and the manner in which voting instructions may be provided. **Please pay careful attention to the deadline for submitting voting instructions.** It may be **in advance** of the deadline for deposit of proxies (which is 5:00 p.m. (Toronto time) on Friday, July 29, 2016).

The Company reserves the right to accept late proxies and to waive the proxy cut-off, with or without notice, but is under no obligation to accept or reject any particular late proxy.

These securityholder materials are being sent to both registered and non-registered owners of the securities. If you are a non-registered owner, and the issuer or its agent has sent these materials directly to you, your name and address and information about your holdings of securities have been obtained in accordance with applicable securities regulatory requirements from the intermediary holding on your behalf.

PLEASE REVIEW THE INFORMATION CIRCULAR **BEFORE** VOTING