

REAL MATTERS INC.
ANNUAL MEETING OF SHAREHOLDERS
February 6, 2025

RULES OF CONDUCT AND PROCEDURES

Welcome to the Annual Meeting of Shareholders (the "Annual Meeting") of Real Matters Inc. (the "Company"). It is our desire to conduct a fair and informative Annual Meeting. Kindly observe the following Rules of Conduct and Procedures.

1. Our Company's bylaws describe requirements for meetings of our Shareholders and the Chair of the Annual Meeting will conduct the meeting consistent with those requirements.
2. Because this is a meeting of our Shareholders, only our Shareholders and duly appointed proxyholders are permitted to ask questions during the Annual Meeting. You need to have held shares as of the close of business on the record date of December 13, 2024 (or be a duly appointed proxyholder of a shareholder) to vote or submit questions while participating in the virtual Annual Meeting. To vote or submit questions, please login as a Shareholder by entering the 16-digit control number you received with your proxy materials or as a duly appointed proxyholder by entering the appointee's name and the appointee identification number exactly as it was provided on the applicable form of proxy or voting instruction form. If you have voted your shares prior to the start of the Annual Meeting, your vote has been received by the Company's scrutineer and there is no need to vote those shares during the Annual Meeting, unless you wish to revoke or change your vote.
3. We will strictly follow the Agenda as we conduct the meeting.
4. If a Shareholder or duly appointed proxyholder has a question about one of the matters in the Agenda to be voted on at the Annual Meeting, such question may be submitted in the designated field provided in the web portal at or before the time the matter is before the Annual Meeting for consideration. We will answer questions on any matters in the Agenda to be voted on at the Annual Meeting before the voting is closed.
5. Following adjournment of the formal business of the Annual Meeting, the CEO, CFO and Board Chair will address appropriate general questions from Shareholders and duly appointed proxyholders regarding the Company. Such questions may be submitted in the designated field provided in the web portal during the Annual Meeting.
6. To allow us to answer questions from as many Shareholders and duly appointed proxyholders as possible, we will limit each shareholder and duly appointed proxyholder to five questions. It will help us if questions are succinct and cover only one topic per question. Questions from multiple Shareholders or duly appointed proxyholders on the same topic or that are otherwise related may be grouped, summarized and answered together.
7. Questions are welcome, but conducting the business set out in the Agenda for the benefit of all Shareholders will be paramount. The Company does not intend to address any questions that are, among other things:
 - irrelevant to the business of the Company or to the business of the Annual Meeting;
 - related to material non-public information of the Company;
 - related to personal grievances;

- derogatory references to individuals or that are otherwise in bad taste;
 - repetitious statements already made by another Shareholder or duly appointed proxyholder;
 - in furtherance of the Shareholder's or duly appointed proxyholder's personal or business interests; or
 - out of order or not otherwise suitable for the conduct of the Annual Meeting as determined by the Board Chair or Corporate Secretary in their reasonable judgment.
8. If there are any matters of individual concern and not of general concern to all Shareholders, or if a question posed was not otherwise answered, such matters may be raised separately after the Annual Meeting by contacting Investor Relations at ir@realmatters.com
9. Recording of the Annual Meeting is prohibited. A webcast playback will be available 24 hours after the completion of the meeting on the Company's website.

Thank you for your cooperation and for joining the Company at the Annual Meeting.