



200 Broadacres Drive, 3rd Floor  
Bloomfield, NJ 07003  
P: 973.873.7700  
F: 973.338.1430  
[www.allianceadvisors.com](http://www.allianceadvisors.com)

September 14, 2020

Dear Zomedica Pharmaceuticals Corp. Shareholder:

Our records reflect that you have not yet voted your shares with respect to Proposal 3 to be acted upon at the Annual and Special Virtual-Only Meeting of Zomedica Pharmaceuticals Corp. to be held on Friday, September 25, 2020 at 8:30 a.m., Eastern time, pursuant to which shareholders are being asked to approve a reverse stock split, or consolidation, of our common shares at a ratio between one-for-25 and one-for-50.

The reverse stock split is intended to increase the per share trading price of our common shares in order to maintain the listing of the common shares on the NYSE American exchange. The board believes that it is in the best interest of shareholders to effect a reverse split to maintain our NYSE American listing. Additionally, increasing the trading price of our common shares could increase the interest of institutional and other investors in our common shares and may expand the pool of investors that may consider investing in our company. If we are unable to maintain our NYSE American listing, our common shares would cease to trade on the NYSE American and would trade in the over-the-counter market on either the OTC Bulletin Board or the “pink sheets” maintained by the National Quotation Bureau. We believe the loss of our NYSE American listing would significantly impact the liquidity of your common shares and could negatively affect the trading price of your common shares. As a result, the board recommends that you vote your shares FOR Proposal 3.

Please note that the reverse stock split will affect all of our shareholders uniformly and will not affect any shareholder’s percentage ownership interest or proportionate voting power, except for minor adjustment due to fractional shares.

Please vote your shares today by calling **(833) 670 – 0700** Monday through Friday, 9:00 a.m. to 10:00 p.m. Eastern Time.

Alternatively, if you wish you can email me your voting instructions at [mcarlson@allianceadvisors.com](mailto:mcarlson@allianceadvisors.com).

Sincerely,

A handwritten signature in cursive script that reads "Melissa Carlson".

Melissa Carlson

Vice President