Your **Vote** Counts!

CHARLOTTE'S WEB HOLDINGS, INC.

2024 Annual and Special Meeting
Vote by June 12, 2024
11:59 PM ET

CHARLOTTE'S WEB HOLDINGS, INC.
700 TECH COURT
LOUISVILLE, CO 80027



V45165-P09672

You invested in CHARLOTTE'S WEB HOLDINGS, INC. and it's time to vote!

You have the right to vote on proposals being presented at the Annual and Special Meeting. **This is an important notice regarding the availability of proxy materials for the shareholder meeting to be held on June 13, 2024.**

Get informed before you vote

View the Notice and Proxy Statement and Annual Report online OR you can receive a free paper or email copy of the material(s) by requesting prior to May 30, 2024. If you would like to request a copy of the material(s) for this and/or future shareholder meetings, you may (1) visit www.ProxyVote.com, (2) call 1-800-579-1639 or (3) send an email to sendmaterial@proxyvote.com. If sending an email, please include your control number (indicated below) in the subject line. Unless requested, you will not otherwise receive a paper or email copy.

For complete information and to vote, visit **www.ProxyVote.com**

Control #

Smartphone users

Point your camera here and vote without entering a control number

Vote Virtually at the Meeting*

June 13, 2024
10:00 a.m., Mountain Time

Virtually at:
www.virtualshareholdermeeting.com/CWEB2024

*Please check the meeting materials for any special requirements for meeting attendance.

Vote at www.ProxyVote.com

THIS IS NOT A VOTABLE BALLOT

This is an overview of the proposals being presented at the upcoming shareholder meeting. Please follow the instructions on the reverse side to vote these important matters.

Voting Items		Board Recommends
1.	To set the number of directors of the Company at six (6).	For
2.	Election of Directors	
	Nominees:	
2a.	Jonathan Atwood	For
2b.	Matthew E. McCarthy	For
2c.	Angela McElwee	For
2d.	William Morachnick	For
2e.	Jared Stanley	For
2f.	Maureen Usifer	For
3.	To appoint Ernst & Young LLP as auditors for the ensuing year and to authorize the Board of Directors of the Company to fix the remuneration to be paid to the auditors.	For
4.	An ordinary resolution approving the unallocated awards under the Company's Amended 2018 Long Term Incentive Plan.	For

NOTE: Such other business as may properly come before the meeting or any postponement or adjournment thereof.

You are receiving this communication to advise you that the company is using notice-and-access to deliver proxy materials to its shareholders for the above-noted meeting instead of sending you paper copies of the proxy materials. Shareholders with questions about notice-and-access can contact the Company by calling 1 (720) 484-8930 or emailing legal@charlottesweb.com.

Accessing Meeting Materials

This Notice presents only an overview of the more complete meeting materials that are available to you on the internet. The meeting materials are available online at: https://investors.charlottesweb.com/ and under Charlotte's Web Holdings, Inc.'s SEDAR+ profile at www.sedarplus.ca and at http://www.sec.gov. The meeting materials include: the Proxy Statement, our Annual Report on Form 10-K for the year ended December 31, 2023, the form of proxy card or voting instruction form and the request for financial statements. PLEASE VIEW THE PROXY STATEMENT AND OTHER RELEVANT MEETING MATERIALS PRIOR TO VOTING.

Prefer to receive an email instead? While voting on www.ProxyVote.com, be sure to click "Delivery Settings".