Urbana Corporation

Normal Course Issuer Bid Purchases

Under the Notice of Intention to make a Normal Course Issuer Bid accepted on August 28, 2017 by the Toronto Stock Exhange (the "Current NCIB"), Urbana is authorized to purchase up to 3,965,762 of its own Class A shares between August 31, 2017 and August 30, 2018.

The following table is a summary of purchases made under the Current NCIB as at March 31, 2018.

| Period | No. of shares | Avg. purchase | Total number of | Total number of shares | Balance of number | Number of |
|-----------------------------|---------------|-----------------|---------------------------------|--------------------------|---------------------------|--------------------------|
| | purchased | price per share | shares purchased | purchased under all | of shares | Class A shares |
| | | for the period | under Current NCIB ¹ | NCIBs, including Current | authorized under | outstanding ¹ |
| | | (\$) | | NCIB ¹ | Current NCIB ¹ | |
| | | | | | | |
| Aug 31, 2017 - Mar 31, 2018 | 0 | 0.00 | 0 | 38,862,902 | 3,965,762 | 40,000,000 |

¹as at the end of the stated period.