

URBANA CORPORATION

MANAGEMENT'S DISCUSSION AND ANALYSIS

For the three months ended March 31, 2025

This Management's Discussion and Analysis ("MD&A") supplements, but does not form part of, the unaudited condensed interim financial statements of Urbana Corporation ("Urbana" or the "Corporation") and notes thereto for the three months ended March 31, 2025 (the "Interim Financial Statements") and the audited financial statements of Urbana and notes thereto for the year ended December 31, 2024 (the "Annual Audited Financial Statements"). Consequently, the following management's discussion and analysis of the financial condition and results of operations should be read in conjunction with the Interim Financial Statements and the Annual Audited Financial Statements, both of which have been prepared in accordance with IFRS Accounting Standards as issued by the International Accounting Standards Board ("IFRS Accounting Standards"). All amounts shown in this MD&A, unless otherwise specified, are presented in Canadian dollars and all references to "millions" within this MD&A will be described as "M" hereafter. Unless specifically referred to a particular class of shares, all references to "Shares" or "per Share" refer collectively to the Corporation's common shares (the "Common Shares") and the Corporation's non-voting Class A shares (the "Class A Shares"). This MD&A is current as of May 8, 2025. The Corporation's Audit Committee reviewed this document, and prior to its release, the Corporation's Board of Directors approved it, based on the Audit Committee's recommendation.

You can obtain information relating to the Corporation, including the Corporation's most recent annual information form and Annual Audited Financial Statements, at no cost, by calling Urbana collect at (416) 595-9106, by writing to us at: 150 King Street West, Suite 1702, Toronto, Ontario M5H 1J9 or by visiting our website at www.urbanacorp.com or the Corporation's profile on the SEDAR+ website at www.sedarplus.ca.

REPORTING REGIME

Urbana is subject to National Instrument 51-102 ("NI 51-102") *Continuous Disclosure Obligations*. For accounting purposes, Urbana is treated as an investment entity under IFRS Accounting Standards.

NON-IFRS MEASURES

The Corporation prepares audited annual financial statements and unaudited condensed interim financial statements in accordance with IFRS Accounting Standards. This MD&A complements the Corporation's IFRS Accounting Standards results with the following financial measures which are not recognized under IFRS Accounting Standards, and which do not have a standard meaning prescribed by IFRS Accounting Standards: "net assets per Share", "total return of net assets per Share" and "compound annual growth rate of net assets per Share since inception".

Net assets per Share

The three financial measures used to calculate "net assets per Share", namely assets, liabilities and number of shares outstanding, are individually recognized under IFRS Accounting Standards, but

“net assets per Share” is not. The calculation of net assets per Share as at March 31, 2025 and December 31, 2024 is presented in the following table:

	March 31, 2025	December 31, 2024
Assets (\$)	503,809,209	516,759,134
LESS Liabilities (\$)	44,362,486	45,368,340
EQUALS Net assets (\$)	459,446,723	471,390,794
DIVIDED BY Number of Shares outstanding	41,395,100	41,395,100
EQUALS Net assets per Share (\$)	11.10	11.39

Urbana publishes its net assets per Share weekly and quarterly on its website at www.urbanacorp.com/net-asset-reports.

Total return of net assets per Share

The total return of net assets per Share over a given period refers to the increase or decrease of Urbana’s net assets per Share (determined as described above) over a specified time period, expressed as a percentage of Urbana’s net assets per Share at the beginning of the time period, assuming that each dividend paid by the Corporation during the period was reinvested at a price equal to the net assets per Share at the relevant time.

The Common Shares and the Class A Shares participate equally in dividends and upon liquidation, dissolution or winding-up of Urbana. Therefore, they are treated the same for purposes of the net assets per Share calculation.

Compound annual growth rate of net assets per Share since inception

Compound annual growth rate (“CAGR”) of net assets per Share since inception is the compound annual growth rate of Urbana’s net assets per Share from October 1, 2002, when Caldwell Investment Management Ltd. (“CIM” or the “Manager”), the investment manager of Urbana, started managing Urbana’s investment portfolio, to the end of the period in question.

We calculate CAGR of net assets per Share since inception by dividing Urbana’s net assets per Share at the end of the period in question by its net assets per Share at inception (i.e. October 1, 2002), raising the result to the power of the quotient obtained by dividing one by the number of years representing the period length, and then subtracting one.

The Corporation provides the non-IFRS Accounting Standards measures described above because it believes each measure can provide information that may assist shareholders to better understand the Corporation’s performance and to facilitate a comparison of the results of ongoing operations. No measure that is calculated in accordance with IFRS Accounting Standards is directly comparable to or provides investors with this net assets per Share information. As a result, except as set forth in the above table, no quantitative reconciliation from “net assets per Share” to an IFRS Accounting Standards measure is provided in this MD&A.

Non-IFRS Accounting Standards measures should not be construed as alternatives to net comprehensive income (loss) determined in accordance with IFRS Accounting Standards as indicators of the Corporation’s performance. CAGR of net assets per Share since inception describes the historical rate at which Urbana’s net assets per Share would have increased at a

steady rate. This single historical rate is only an illustration and does not represent the actual annual growth rate of Urbana's net assets per Share in any given year. The growth rate of Urbana's net assets per Share in any given year since 2002 may have been higher or lower than the CAGR of net assets per Share since inception due to market volatility and other factors.

STRATEGY AND RISK FACTORS

Urbana's strategy is to seek out, and invest in, private investment opportunities for capital appreciation and invest in publicly traded securities to provide growth, income and liquidity. Urbana has the scope to invest in any sector in any geographic region. There were no material changes to Urbana's investment style during the first quarter of 2025 ("2025 Q1") that affected the overall level of risk associated with an investment in the Corporation. Some of the risk factors associated with investing in Urbana are described in Urbana's most recent annual information form, which is available on the Corporation's website at www.urbanacorp.com and under the Corporation's profile on the SEDAR+ website at www.sedarplus.ca. Risks and uncertainties that may materially affect Urbana's future performance include private entity investing risk, market fluctuations, currency risk and macroeconomic risk.

OVERALL PERFORMANCE AND DISCUSSION OF OPERATIONS

There are many ways to describe 2025 Q1. Chaotic, is one description. There are many others.

President Trump's international musings, tariffs and policy swings introduced an unprecedented level of uncertainty across the globe and across financial markets. Investing against such a background is difficult at best. In these circumstances it is usually best to remain calm and wait for normalcy to return.

To give some perspective, Urbana's net assets per Share declined by \$0.29 in 2025 Q1, from \$11.39 to \$11.10. Of this amount, \$0.16 was a reduction due to the market decline and \$0.13 was due to the dividend paid to shareholders¹ in January 2025. During the same period, the S&P/TSX Composite Total Return Index ("S&P/TSX Index") increased by 1.5% and the Dow Jones Industrial Average Total Return Index (in Canadian dollars) ("DJTR Index") declined by 0.9%. Urbana's net assets per Share came down by 1.5%.

Ironically, the main price declines were in our U.S. financial holdings with marginally smaller declines in our Canadian energy investments.

Since the end of March, further market price declines have occurred, bringing our net assets per Share down to approximately \$10.87, as of the date of this MD&A.

On a positive front, on March 21, 2025, Mark Carney cancelled the June 25, 2024 increase in the capital gains inclusion rate, leaving the rate at 50%. We expect that this decision will encourage long-term investment in Canada.

Our private equity holdings experienced valuation improvements in the quarter.

¹ The Common Shares and the Class A Shares participate equally in dividends.

In 2025 Q1, Urbana invested \$7.2M (US\$5.0M) in Global Exchange L.P., a newly created limited partnership based in the Cayman Islands, that will invest in both public and private securities exchanges from around the world. This L.P. is an investment vehicle that enables qualified investors to access the exchange sector.

In early April 2025, Urbana increased its investment in Tetra Trust Company (“Tetra”) by \$8.8M, bringing its total investment to \$14.3M, which represents a 55.6% interest in Tetra. Tetra provides enterprise-grade custody of digital assets for institutional clients.

Urbana’s exploration program in the southern part of the company’s Urban Township claim group ended with spring break-up, with approximately \$1.4M expended. We will now shift our focus to the northern sector where there is little to no over burden.

Going forward, we are hoping for a bit less instability as reality seeps into the U.S. administration. In the meantime, investors may have to absorb further chaos in the second quarter of the year.

Since inception on October 1, 2002 to March 31, 2025, Urbana’s after tax net assets per share have grown at 15.3% annually compounded. This compares favorably with the CAGR of the S&P/TSX Index of 9.4% and the CAGR of the DJTR Index of 10.0% for the same period.² The Corporation’s long-term goal is to strive for and maintain long-term performance that exceeds the returns of the S&P/TSX Index and the DJTR Index.

During 2025 Q1 and to-date, Urbana did not purchase any Class A Shares under its Normal Course Issuer Bid (“NCIB”). The number of Class A Shares outstanding as of the date of this MD&A is 31,395,100.

Since May 2010, Urbana has purchased and cancelled a total of 46,131,220 Class A Shares under its normal course issuer bid programs and has returned \$83.0M in the form of NCIB purchases and \$49.4M in dividends for a total of \$132.4M to shareholders.

In 2025 Q1, dividend income was \$1.7M, down from \$2.2M in the first quarter of 2024 (“2024 Q1”). Although foreign dividends increased slightly due to increased dividend rates, domestic dividends decreased due to sales of dividend paying securities. In 2025 Q1, interest income amounted to \$107,869, down from \$143,701 in 2024 Q1. The decrease in 2025 Q1 stems from the discontinuation of the interest accrual on the Kognitiv Corporation note in 2025 Q1 due to the corporation’s filing of a notice of intention to make a proposal under the Canada Bankruptcy and Insolvency Act.

In 2025 Q1 Urbana realized a net gain of \$71,381 on the sale and disposal of investments and foreign exchange (2024 Q1 - \$2,230). This gain stems from the partial sale of Real Matters Inc. (\$86,566) and a foreign exchange loss (\$15,185).

Urbana recorded \$5.9M in net unrealized losses in 2025 Q1 (2024 Q1 - \$48.1M gains). The notable underperformers during 2025 Q1 were KKR & Co. Inc. (-\$9.3M), Morgan Stanley (-

² The CAGR of the indexes is calculated in the same way as the CAGR of net assets per Share since inception.

\$3.2M), Whitecap Resources Inc. (-\$2.3M) and Tamarack Valley Energy Ltd. (-\$1.5M). The best performers during 2025 Q1 were Cboe Global Markets, Inc. (\$4.9M), Intercontinental Exchange Group Inc. (\$3.4M) and Miami International Holdings Inc. (\$2.4M).

During 2025 Q1, Urbana recorded a net loss before income taxes of \$7.6M (2024 Q1 - \$46.5M net income) primarily due to \$5.9M in unrealized losses on investments. Investment management fees in 2025 Q1 were \$2.8M up from \$2.6M in 2024 Q1, due to an increase in the average net assets under management. Interest expense in 2025 Q1 amounted to \$3,753, down from \$825,116 in 2024 Q1, due to lower borrowings in 2025 Q1. Transaction costs, which typically relate to purchases under the NCIB, were not incurred in 2025 Q1 or in 2024 Q1, since no shares were purchased under the NCIB during those periods. Transaction costs in respect of all trades, excluding NCIB trades, are absorbed by CIM. Professional fees, comprised of audit fees and legal costs, were \$60,706 in 2025 Q1, down from \$68,414 in 2024 Q1, due to legal fees that were paid in the second quarter of 2025 instead of 2024 Q1. Administrative expenses in 2025 Q1 were \$473,641, up from \$423,309 in 2024 Q1, primarily due to increased marketing and shareholder communication expenses as well as custody/accounting charges paid in 2025 Q1 instead of in the second quarter of 2024. Mineral exploration expenses in 2025 Q1 were \$279,440 as a result of a winter drilling program that commenced in February 2025. No mineral exploration expenses were incurred in 2024 Q1.

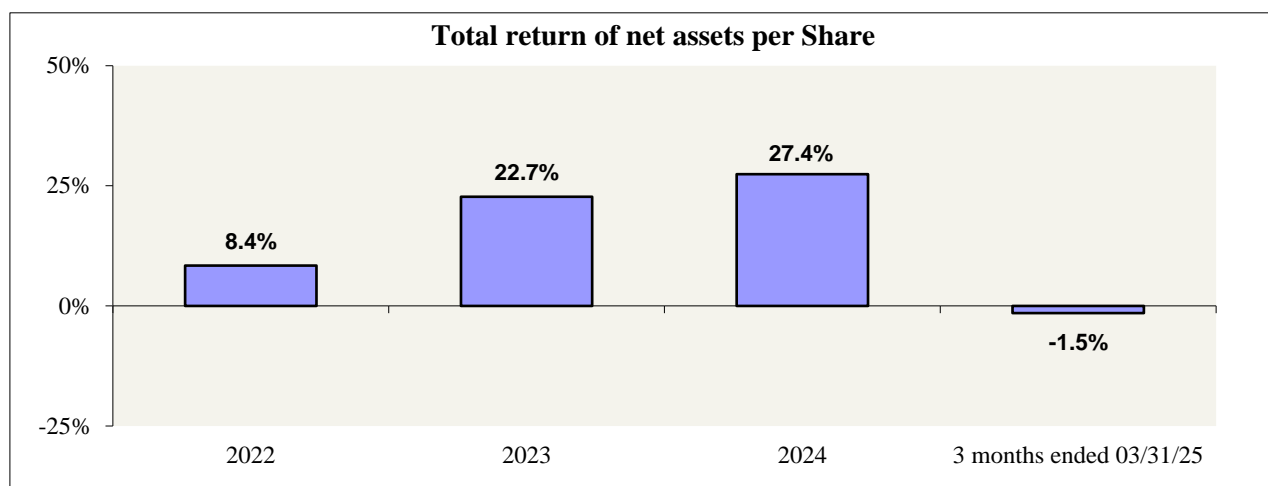
The foreign withholding tax expense in 2025 Q1 was \$114,792, up from \$101,381 in 2024 Q1, due to an increase in foreign dividends in 2025 Q1. A current income tax expense of \$308,000 in 2025 Q1 (2024 Q1 - \$Nil) relates to the 2024 tax year. This increased 2024 tax liability stems from an estimated taxable income allocation from Four Lakes Capital Fund Limited Partnership and new tax rules that limit the deductibility of interest expenses. A deferred income tax recovery of \$1.5M was recorded in 2025 Q1 (2024 Q1 - \$5.5M expense), primarily due to unrealized losses in 2025 Q1.

Past Performance

The performance information presented in this section shows how Urbana has performed in the past and does not necessarily indicate how it will perform in the future.

Year-by-Year Performance

The following bar chart shows the net assets per Share performance of Urbana's Shares for the financial periods indicated. The bar chart shows, in percentage terms, how much an investment made on the first day of each financial period would have increased or decreased by the last day of each financial period based on the net assets per Share of Urbana, assuming that each dividend paid during the period was reinvested.



Summary of Investment Portfolio as at March 31, 2025

The following data is extracted from Urbana's Condensed Interim Financial Statements:

Number of securities	Description	Cost (\$)	Fair value (\$)	% of Portfolio Fair Value
Private equity investments				
14,390,878	CNSX Markets Inc.	14,528,349	100,736,146	20.0%
1,327,620	Miami International Holdings Inc.	12,257,268	21,993,044	4.4%
800,000	Caldwell Financial Ltd.	1,826,650	4,336,000	0.9%
5,000,000	Developer Capital Inc. Class B Common	500,000	500,000	0.1%
5,000,000	Developer Capital Inc. Warrants (i)	-	-	-%
2,350,000	Radar Capital Inc. Class A Common	50	-	-%
16,755,081	Radar Capital Inc. Class B Common	11,561,006	1,047,193	0.2%
1,544,236	Evolve Funds Group Inc. ("Evolve") Class B Preferred (ii)	1,133,359	9,497,051	1.9%
3,000,000	Evolve Funds Group Inc. Class C Preferred (ii)	888,434	18,450,000	3.7%
771,638	Evolve Funds Group Inc. Class D Preferred (iii)	771,638	771,638	0.2%
1,195,246	EFG Management Holdings Inc. ("EFG") Class A Common (iv)	3,597,690	7,350,763	1.5%
498,041	EFG Management Holdings Inc. Class E Common (iv)	1,462,549	3,062,952	0.6%
15,259,886	Highview Financial Holdings Inc.	11,546,243	6,409,152	1.3%
1	1000912961 Ontario Inc.	-	-	-%
4,538,460	Four Lakes Capital Fund Limited Partnership	4,999,998	9,078,976	1.8%
5,000,000	Global Exchange L.P. (v)	7,170,750	7,196,250	1.4%
465,381	Vive Crop Protection Inc. Class A2 Preferred	314,132	167,537	-%
975,337	Vive Crop Protection Inc. Class B1 Preferred	284,613	351,121	0.1%
6,500,000	Vive Crop Protection Inc. Class B3 Preferred	3,250,000	3,250,000	0.7%
2,492,279	Vive Crop Protection Inc. Class C1 Preferred	1,629,452	1,629,452	0.3%
2,144,714	Vive Crop Protection Inc. Class C2 Preferred	1,557,920	1,557,920	0.3%
688,326	Vive Crop Protection Inc. Warrants (vi)	-	-	-%
27,428	Kognitiv Corporation Class A-2 Preferred (vii)	353,000	-	-%
2,000,000	Kognitiv Corporation Class B-1 Preferred (vii)	3,000,000	-	-%
122,222	Kognitiv Corporation (vii)	2,404,596	-	-%
8,000,000	Kognitiv Corporation Warrants (vii)	-	-	-%
480,000	Lyceum CME Inc. Class B Preferred	2,400,000	5,064,000	1.0%
408,164	Lyceum CME Inc. Class C Preferred	4,085,857	4,317,758	0.9%
6,047,895	FundThrough Inc. Class A-3 Preferred	6,250,000	6,713,163	1.3%
1,570,680	FundThrough Inc. Class A-4 Preferred	2,999,999	1,790,575	0.6%
523,560	FundThrough Inc. Class B-1 Preferred	1,000,000	1,000,000	0.2%
208,290	Varo Money, Inc.	2,565,000	512,626	0.1%
8,592,930	Tetra Trust Company Class A Common	5,565,759	4,726,112	0.9%
5,622	Blue Ocean Technologies, LLC / Urbana International Inc. (viii)	10,628,596	59,070,521	11.8%

Public equity investments				
110,000	Cboe Global Markets, Inc.	3,637,004	35,825,667	7.1%
100,000	Intercontinental Exchange Group Inc.	4,153,846	24,827,063	4.9%
100,000	Citigroup Inc.	5,088,097	10,217,236	2.0%
350,000	Bank of America Corp.	4,882,387	21,020,966	4.2%
250,000	Morgan Stanley	6,933,526	41,979,324	8.4%
1,358,800	Real Matters Inc.	5,394,730	7,921,804	1.6%
3,500,000	Tamarack Valley Energy Ltd.	9,379,345	15,295,000	3.0%
200,000	KKR & Co. Inc. Class A	7,516,623	33,278,339	6.6%
2,400,000	Whitecap Resources Inc.	8,425,066	22,224,000	4.4%
5,000	Alibaba Group Holdings Ltd. Sponsored ADR	653,659	951,560	0.2%
5,000	Agnico Eagle Mines Limited	639,549	779,550	0.2%
3,000	Boeing Co.	756,645	736,392	0.1%
Private debt investments				
3,000,000	Highview Financial Holdings Inc. (ix)	3,000,000	3,000,000	0.6%
2,000,000	Highview Financial Holdings Inc. (x)	2,000,000	2,000,000	0.4%
1,000,000	Kognitiv Corporation (vii)	1,000,000	-	-%
Cash		826,588	827,590	0.1%
		184,819,973	502,673,865	100.0%

(i) The Developer Capital Inc. (“DevCap”) warrants were issued to Urbana in connection with Urbana’s purchase of the Class B common shares of DevCap. The entire purchase price was allocated to the Class B common shares since it was determined that the warrants had no value at the time. Each warrant entitles Urbana to purchase one Class B common share of DevCap at \$0.15 per share on or before January 31, 2029.

(ii) The Evolve Class B and Class C preferred shares are each convertible into common shares on a 1 for 1 basis.

(iii) The Evolve Class D preferred shares are redeemable at par by Evolve and are entitled to an 8% per annum cumulative return.

(iv) EFG is a holding company formed for the sole purpose of holding shares of Evolve. EFG owns a controlling interest in Evolve and is controlled by the management of Evolve.

(v) Urbana owns 73.75% of Global Exchange L.P., which owns 2.67% of CNSX Markets Inc.

(vi) The Vive Crop Protection Inc. (“Vive”) warrants were issued to Urbana in connection with Urbana’s purchase of the Class C2 preferred shares of Vive. The entire purchase price was allocated to the Class C2 preferred shares since it was determined that the warrants had no value at the time. Each warrant entitles Urbana to purchase one Class C2 preferred share of Vive at \$0.7264 per share on or before March 31, 2029.

(vii) Kognitiv Corporation (“Kognitiv”) file a notice of intention to make a proposal on December 12, 2024 under the Canada Bankruptcy and Insolvency Act. As a result, all Kognitiv holdings are valued at \$Nil.

(viii) Urbana International Inc., a wholly-owned subsidiary of Urbana, formed for the sole purpose of investing in Blue Ocean Technologies, LLC (“Blue Ocean”), holds 5,621.5 units of Blue Ocean.

(ix) Unsecured convertible promissory note matured on June 30, 2024 with interest at 8% per annum due and payable quarterly. The Corporation has not made demand for payment on the note as the parties are in the process of making further arrangements for the note. This promissory note was issued in connection with a \$3M revolving line of credit and is convertible (in whole or in part), at Urbana’s option, into common shares on the maturity date at \$1.07 per common share.

(x) Secured promissory note matured on June 30, 2024 with interest at 8% per annum due and payable on maturity. The Corporation has not made demand for payment on this note as the parties are in the process of making further arrangements for the note.

In addition to the investments listed above, Urbana holds 44 mining claims in Urban Township, Quebec. See below under the heading “Mining Claims” for more information.

The above summary of the investment portfolio may change due to ongoing portfolio transactions and/or revaluation of portfolio assets. Weekly and quarterly updates are available at Urbana’s website at www.urbanacorp.com.

Demand Loan Facility

Pursuant to a loan facility agreement between Urbana and a major Canadian chartered bank (the “Bank”) dated July 2, 2021, the Bank provides a demand loan facility to Urbana, which allows Urbana to borrow up to \$50M. Interest is charged on the outstanding balance of the loan facility

at the Bank's prime rate plus 0.25%, calculated on a daily basis and paid monthly. The loan facility is secured by a general charge on Urbana's assets. Proceeds from the loan may be used to make additional investments and/or for general corporate purposes. As at March 31, 2025, the outstanding balance of the loan was \$1.0M. The minimum and maximum amounts borrowed during 2025 Q1 were \$Nil and \$1.0M respectively. As at the date of this MD&A, the Corporation has complied with all covenants, conditions and other requirements of the loan facility.

Normal Course Issuer Bid

On September 4, 2024, the Toronto Stock Exchange (the "TSX") accepted a notice of intention to conduct a normal course issuer bid (the "Notice") from Urbana to purchase up to 3,107,404 of its own Class A Shares (the "2024 NCIB"), representing 10% of the public float, pursuant to TSX rules. Purchases under the 2024 NCIB were permitted starting on September 9, 2024, and will end on the earlier of September 8, 2025, the date Urbana completes its maximum amount of Share purchases pursuant to the Notice filed with the TSX, and the date of notice by Urbana of termination of the 2024 NCIB. The Class A Shares purchased under the 2024 NCIB must be cancelled. As at March 31, 2024⁵ Urbana had not purchased any Class A Shares pursuant to the 2024 NCIB. Shareholders may obtain a copy of the Notice, free of charge, by contacting Urbana.

Mining Claims

Urbana has owned mining claims in Urban Township, Quebec for a number of years and specifically holds 44 mining claims in the area totaling 1,154.4 hectares (2,852.7 acres). Management monitors the exploration activity in the area on an ongoing basis and in February 2025, commenced a winter drilling program on its mining claims. Results from the exploration work are not yet available.

In the three month period ended March 31, 2025 Urbana has incurred mining expenditures of \$279,440 (2024 – Nil). Subsequent to March 31, 2025 a further \$1.1M has been expended. The Corporation incurred zero mining expenditures from 2019 to 2024 and a total of \$1.1M prior to 2019. These mining expenditures are recorded in the financial statements of the Corporation as "mineral exploration" expenses, in accordance with IFRS Accounting Standard 6 *"Exploration for and Evaluation of Mineral Resources"*. Management has elected to expense exploration and evaluation costs related to the mining claims, as the property holds no known mineral reserves or mineral resources. Although the property has several interesting gold occurrences, there has been no mineral resource nor mineral reserve proven up at this time. The property is therefore still highly speculative. If any mineral resource or mineral reserve is proven up in the future, and the determination has been made to move into the development phase, then future expenditures on development will be capitalized and tested for impairment. The amount of exploration expenditures has not been material for Urbana and is expected to continue to be immaterial for the near-term.

Dividend Policy and Dividend Declared

Currently the Corporation has a dividend policy that it intends to pay a cash dividend to the shareholders as soon as practical after the end of each year. The amount of the dividend to be paid is determined each year by the Board, taking into consideration certain factors that the Board deems relevant, including the performance of the Corporation's investments, the economic and market conditions, and the financial situation of the Corporation.

On January 31, 2025, the Corporation paid a cash dividend of \$0.13 per Share on the issued and outstanding Common Shares and Class A Shares as at January 17, 2025. Pursuant to subsection 89(14) of the *Income Tax Act* (Canada) (the “ITA”) each dividend paid by Urbana qualifies as and is designated an eligible dividend for Canadian income tax purposes, as defined in subsection 89(1) of the ITA.

Outstanding Share Data

As at May 8, 2025, the Corporation has 10,000,000 Common Shares and 31,395,100 Class A Shares outstanding.

RELATED PARTY DISCLOSURES

Caldwell Financial Ltd. (“CFL”), a company under common management with Urbana, is the parent company of Caldwell Securities Ltd. (“CSL”) and CIM, which is the investment manager of Urbana. Urbana pays CIM investment management fees for investment management services that CIM provides to Urbana (see below under the heading “*Management Fees*”). As at March 31, 2025 Urbana had a 20% ownership interest in CFL.

CSL, an affiliate of CIM and a registered broker and investment dealer, handles Urbana’s portfolio transactions. During 2025 Q1, there were no commission fees paid to CSL by Urbana, since Urbana did not purchase any shares under the NCIB.

Pursuant to an administrative services agreement between Urbana and CSL dated March 1, 2019 as amended on April 1, 2021 and January 1 of 2023, 2024 and 2025, during 2025 Q1 Urbana paid CSL a monthly fee of \$40,115 (HST inclusive) for administrative services, including investor relations services, information technology services, professional corporate office services, and office and conference room access for Urbana’s staff, directors and officers.

As at March 31, 2025 Urbana owned 50% of the voting class A common shares and 68.49% of the voting class B common shares of Radar Capital Inc. (“RCI”), a private capital company. As a result, Urbana owns a total of 65.51% of the voting common shares of RCI with each class A and class B common share entitled to one vote.

In January 2025, Urbana purchased 5,000,000 units of the newly created Global Exchange L.P. (“GELP”), a limited partnership based in the Cayman Islands, for \$7.2M. As at March 31, 2025 Urbana held a 73.75% interest in GELP. GELP is jointly managed by CIM and Horizon Kinetics Assets Management LLC.

As at March 31, 2025 Urbana owned 53.37% of the common shares of CNSX Markets Inc. (“CNSX”), the operator of the Canadian Securities Exchange. Pursuant to an order by the Ontario Securities Commission dated May 12, 2023, Urbana is prohibited from nominating more than 50% of the directors of the CNSX and therefore it is not considered a subsidiary of Urbana for accounting purposes.

As at March 31, 2025 Urbana had a 73.42% ownership interest in Highview Financial Holdings Inc. (“HFHI”). Pursuant to the HFHI amended and restated shareholders’ agreement effective as

of December 30, 2020, Urbana is not entitled to elect a majority of the board of directors of HFHI and therefore it is not considered a subsidiary of Urbana for accounting purposes. As at March 31, 2025 Urbana held a \$3M convertible promissory note and a \$2M non-convertible promissory note from HFHI. These notes matured on June 30, 2024. The Corporation has not made demand for payment on these notes as the parties are in the process of making further arrangements for the notes.

As at March 31, 2025 Urbana had a 35.45% ownership interest in Blue Ocean through Urbana International Inc. ("UII"), its wholly-owned subsidiary. UII was formed for the sole purpose of investing in Blue Ocean. As at March 31, 2025 Urbana had a receivable of \$6,048 from UII in respect of operating expenses incurred by UII.

Subsequent to the March 31, 2025 quarter end, Urbana purchased 15,917,504 Class A common shares of Tetra Trust Company ("Tetra") for \$8.8M, which resulted in Urbana having a 55.57% ownership interest in Tetra. Although Tetra is considered a subsidiary of Urbana, it is exempt from the requirement to consolidate.

As at March 31, 2025 there were no fees payable to related parties, other than a management fee of \$955,717 payable to CIM.

Prior to 2024, Urbana issued loans to three directors of the Corporation, Charles A. V. Pennock, George D. Elliott and Michael B. C. Gundy and to one officer of the Corporation, Sylvia V. Stinson. The loan agreement for each of these loans provides for a revolving credit facility of up to \$100,000 for each such person, which they may use for the sole purpose of purchasing Shares, at the discretion of the borrower. Interest is charged at the interest rate used by the Canada Revenue Agency to calculate taxable benefits for employees and shareholders from interest-free and low-interest loans. The securities of Urbana purchased by each director or officer with funds advanced under each revolving credit facility are held in a broker's account as security for the loan. As at March 31, 2025, the total outstanding principal amount of such loans is \$322,888, being \$92,005, \$97,321, \$72,452 and \$61,110 in respect of Messrs. Elliott, Gundy and Pennock and Ms. Stinson, respectively. As at March 31, 2025, Messrs. Elliott, Gundy and Pennock, and Ms. Stinson have purchased, respectively, 22,500 Common Shares, 29,900 Common Shares, 6,000 Common Shares & 20,000 Class A Shares, and 3,000 Common Shares & 15,000 Class A Shares of the Corporation with funds borrowed under each respective credit facility.

MANAGEMENT FEES

Pursuant to an investment management and advisory agreement dated December 6, 2019 and as amended on April 1, 2021, CIM is entitled to an investment management fee equal to 2.0% per annum of the market value of Urbana's investment portfolio, and, with the exception of NCIB purchases, CIM pays a fee to CSL to cover all charges for brokerage, trade execution and other necessary investment-related services rendered directly or indirectly for the benefit of Urbana by CSL. In 2025 Q1, CIM earned \$2.8M of investment management fees from Urbana. The investment management fees are accrued daily and paid monthly in arrears. As at March 31, 2025 there was an investment management fee of \$955,717 payable to CIM.

SUMMARY OF QUARTERLY RESULTS

The table below shows the key operating results of the Corporation for each of the eight most recently completed quarters:

	1 st Quarter 2025 (\$)	4 th Quarter 2024 (\$)	3 rd Quarter 2024 (\$)	2 nd Quarter 2024 (\$)
Realized gain (loss)	(208,060)	11,569,653	43,673	47,260,460
Change in unrealized gain (loss)	(5,868,265)	36,756,607	28,425,845	(54,121,137)
Dividend income	1,467,292	5,893,503	2,348,109	2,277,366
Interest income (loss)	365,110	(269,958)	146,245	144,007
Total expenses	3,358,965	4,233,172	4,101,066	4,373,867
Net income (loss) before income taxes	(7,602,888)	49,716,633	26,862,806	(8,813,171)
Net income (loss) before income taxes per Share	(0.18)	1.20	0.65	(0.21)
Net assets per Share (beginning of period)	11.39	10.32	9.74	9.92
Net assets per Share (end of period)	11.10	11.39	10.32	9.74

	1 st Quarter 2024 (\$)	4 th Quarter 2023 (\$)	3 rd Quarter 2023 (\$)	2 nd Quarter 2023 (\$)
Realized gain	2,230	551,625	491,185	490,119
Change in unrealized gain (loss)	48,059,630	6,492,814	64,169,598	(1,984,785)
Dividend income	2,240,056	7,234,765	2,120,086	1,934,650
Interest income	143,701	147,721	129,710	101,689
Total expenses	3,949,112	3,744,892	3,365,496	3,080,838
Net income (loss) before income taxes	46,496,505	10,682,033	63,545,083	(2,539,165)
Net income (loss) before income taxes per Share	1.12	0.26	1.54	(0.06)
Net assets per Share (beginning of period)	9.05	8.80	7.45	7.50
Net assets per Share (end of period)	9.92	9.05	8.80	7.45

The variations shown in the tables above relate to the timing of investment decisions and do not reflect any general trends or seasonality.

LIQUIDITY AND CAPITAL RESOURCES

The Corporation has no significant financial or contractual obligations other than a demand loan facility with a major Canadian bank (see above under the heading “*Demand Loan Facility*”). The Corporation currently holds approximately 40% of its assets, with a fair value of approximately \$200.8M, in cash and marketable securities. It has the liquidity to readily meet all of its operating expense requirements and its obligations under the loan facility.

In 2025 Q1, the Corporation did not conduct any additional financing activities. As at the date of this MD&A, the Corporation does not have any capital expenditure commitments, which the Corporation plans to fund from sources other than the existing loan facility or by liquidating some of its marketable securities.

Currently, holdings of readily marketable securities generate dividend income and can be disposed of with relative ease. If in the future the composition of the Corporation’s portfolio becomes weighted significantly more toward private investments, which may not produce income and cannot be readily sold, the Corporation may need to rely on its loan facility or issue and sell securities to help meet its liquidity needs. There is no immediate need to rely on these liquidity sources.

OFF-BALANCE SHEET ARRANGEMENTS

The Corporation has no off-balance sheet arrangements.

CRITICAL ACCOUNTING ESTIMATES

The preparation of the Corporation's financial statements in accordance with IFRS Accounting Standards requires management to make estimates and exercise judgments that affect the reported amounts of assets and liabilities and the disclosure of contingent assets and liabilities at the date of the financial statements and revenues and expenses for the period. Actual results could differ from those estimates. Estimates and underlying assumptions are reviewed on an ongoing basis. Revisions to estimates are recognized in the period in which the estimates are revised and in any future period affected. The following discusses the most significant accounting judgments that Urbana has made in preparing the financial statements:

Fair value measurement of private investments

Urbana holds private investments that are not quoted in active markets and for which there may or may not be recent comparable transactions. In determining the fair value of these investments, Urbana has made significant accounting judgments and estimates. See Notes 1 and 2 of the Interim Financial Statements for more information on the fair value measurement techniques and types of unobservable inputs employed by the Corporation in its valuation of private investments.

Changes in Accounting Policies

There have been no changes in accounting policies during 2024 Q3 that affect the Corporation.

DISCLOSURE CONTROLS AND PROCEDURES ("DC&P") AND INTERNAL CONTROL OVER FINANCIAL REPORTING ("ICFR")

Urbana's management ("Management"), under the supervision of its chief executive officer ("CEO") and chief financial officer ("CFO"), is responsible for establishing and maintaining the Corporation's DC&P and ICFR (as defined in National Instrument 52-109 – *Certification of Disclosure in Issuers' Annual and Interim Filings*).

Consistent with NI 52-109, the Corporation's CEO and CFO have reviewed the design of the Corporation's DC&P and ICFR and have concluded that as at March 31, 2025 (A) the Corporation's DC&P provide reasonable assurance that (i) material information relating to the Corporation has been made known to them, particularly during the financial quarter ended March 31, 2025 and (ii) information required to be disclosed by the Corporation in its annual filings, interim filings or other reports filed or submitted by it under securities legislation has been recorded, processed, summarized and reported within the time periods specified in securities legislation; and (B) the Corporation's ICFR provides reasonable assurance regarding the reliability of financial reporting and the preparation of financial statements for external purposes in accordance with IFRS Accounting Standards.

There have been no changes in the Corporation's ICFR that occurred during the period beginning January 1, 2025 and ending on March 31, 2025 that have materially affected, or are reasonably likely to materially affect, the Corporation's ICFR. All control systems contain inherent limitations, no matter how well designed. As a result, Management acknowledges that the

Corporation's ICFR will not prevent or detect all misstatements due to error or fraud. In addition, Management's evaluation of controls can provide only reasonable, not absolute, assurance that all control issues that may result in material misstatements, if any, have been detected.

FORWARD-LOOKING STATEMENTS

Certain information contained in this MD&A constitutes forward-looking information within the meaning of applicable Canadian securities laws, which is information relating to possible events, business, operations, financial performance, condition or results of operations of the Corporation, that are based on assumptions about future economic conditions and courses of action and which are inherently uncertain. All information other than statements of historical fact may be forward-looking information. Forward-looking information is often, but not always, identified by the use of words such as "seek", "anticipate", "budget", "plan", "continue", "estimate", "expect", "forecast", "scheduled", "may", "will", "project", "predict", "potential", "target", "intend", "could", "might", "should", "believe", and similar words (including negative or grammatical variations) or statements that certain actions, events or results "may", "could", "would", "might" or "will be taken", "occur" or "be achieved" or the negative connotation or grammatical variation thereof. Forward-looking information in this MD&A includes, but is not limited to, statements with respect to: the Corporation's investment approach, objectives and strategy, including its focus on specific sectors, both in its public holdings and private sector holdings; the ability to achieve and maintain long-term performance; the structuring of its investments and its plans to manage its investments; the Corporation's outlook for the equity markets; the Corporation's expectations regarding the economy, the political landscape and considerations related to specific investments held by Urbana; the Corporation's ability to effectively hedge risks; the timing for the disposition of investments and the performance of such investments; the Corporation's financial performance; the Corporation's ability to manage relevant conflicts of interest; the Corporation's plans regarding future dividends; the Corporation's funding sources for any capital expenditure commitments; the Corporation's ability to meet its liquidity and debt needs, and operating expense requirements and its obligations under the loan facility, and potential courses of action to address any future liquidity needs; any purchases under the Corporation's normal course issuer bid; statements related to future development or prospects of Urbana's mineral claims; the Corporation's ability to source any investment that presents a unique value proposition; the investments of Urbana achieving returns anticipated by the Corporation; and Urbana's expectations regarding the performance of its investments and certain sectors.

Forward-looking information involves known and unknown risks, uncertainties and other factors that may cause actual results or events to differ materially from those anticipated in such forward-looking information. The Corporation believes that the expectations reflected in the forward-looking information are reasonable, but no assurance can be given that these expectations will prove to be correct. Some of the risks and other factors which could cause results to differ materially from those expressed in forward-looking information contained in this MD&A include, but are not limited to: the nature of the Corporation's investments; fluctuations in the value of investments; the available opportunities and competition for its investments; the availability of good values in many major companies and the Corporation's ability to realize on such values; the concentration of its investments in certain industries and sectors; the Corporation's dependence on its management team; risks affecting the Corporation's investments; factors affecting and fluctuations in markets; private entity investing; limited liquidity of certain assets; global political and economic conditions, including the impact of war or civil insurrection; any impact of pandemics; investments by the Corporation in private issuers which are illiquid management of the growth of the Corporation; exchange rate fluctuations; and other risks and factors referenced in this MD&A including under "Strategy and Risk Factors".

Although the Corporation has attempted to identify important factors that could cause actual events or results to differ materially from those described in forward-looking information, there may be other factors that cause events or results to differ from those intended, anticipated or estimated. Readers are cautioned that the foregoing list of risks and factors is not exhaustive. Forward-looking information and statements serve to provide information about management's current expectations and plans and to allow investors and others to get a better understanding of the Corporation's operating environment. The forward-looking information contained in this MD&A is provided as at the date of this MD&A, based upon the opinions and estimates of management and information available to management as at the date of this MD&A, and the Corporation undertakes no obligation to update publicly or revise any forward-looking information, whether as a result of new information, future events or otherwise, except as required by applicable securities laws. Readers are cautioned not to place undue reliance on forward-looking information contained in this MD&A.