

AMENDMENT TO THE AUTOMATIC SECURITIES DISPOSITION PLAN ESTABLISHED BY THINKIFIC'S CHIEF EXECUTIVE OFFICER

VANCOUVER, BC, Nov. 10, 2023 /CNW/ - Thinkific Labs Inc. ("**Thinkific**" or the "**Company**") (TSX: THNC) today announced that its Chief Executive Officer, Greg Smith, has made certain technical amendments ("**Amendments**") to the previously announced automatic securities disposition plan (as amended, the "**ASDP**") in accordance with applicable Canadian securities legislation and the Company's internal policies. As previously announced on November 7, 2023, the Amendments ensure that the independent broker facilitating purchases of subordinate voting shares under the Company's normal course-issuer bid ("**NCIB**") will not bid under the NCIB for subordinate voting shares offered under the ASDP.

THINKIFIC The ASDP was established on June 14, 2023 by Mr. Smith for personal and financial planning purposes and Mr. Smith's views on the future prospects of the Company remain the same. At the time of the Amendments, Mr. Smith was not aware of or in possession of any material non-public information about the Company or any securities of the Company.

This announcement is made and will be available on the Company's SEDAR+ profile available at www.sedarplus.ca pursuant to the recommended practices set forth in Staff Notice 55-317 *Automatic Securities Disposition Plans* of the Canadian Securities Administrators. Information regarding the ASDP and transactions thereunder, as the case may be, may be accessed on SEDI at www.sedi.ca.

About Thinkific

Thinkific (TSX: THNC) makes it simple for entrepreneurs and established businesses of any size to scale and generate revenue by teaching what they know. Our Platform gives businesses everything they need to build, market, and sell online courses and other learning products, and to run their business seamlessly under their own brand, on their own site. Thinkific's 50,000+ active creators earn hundreds of millions of dollars in direct course sales while teaching tens of millions of students. Thinkific is headquartered in Vancouver, Canada, with a distributed and growing team.

For more information, please visit www.thinkific.com.

This news release includes forward-looking statements and forward-looking information within the meaning of applicable securities laws ("forward-looking statements"). Often, but not always, forward-looking information can be identified by the use of words such as "plans", "is expected", "expects", "scheduled", "intends", "contemplates", "anticipates", "believes", "proposes" or variations (including negative and grammatical variations) of such words and phrases, or state that certain actions, events or results "may", "could", "would", "might" or "will" be taken, occur or be achieved. Forward-looking statements in this news release include statements regarding the Company's purchases under the NCIB and Mr. Smith's sales under the ASDP. Such statements and information are based on the current expectations of Thinkific's management and are based on assumptions and subject to risks and uncertainties. Although Thinkific's management believes that the assumptions underlying these statements and information are reasonable, they may prove to be incorrect. Except as required by applicable securities laws, forward-looking statements and information speak only as of the date on which they are made and Thinkific undertakes no obligation to publicly update or revise any forward-looking statement or information, whether as a result of new information, future events or otherwise

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