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Security Class 123

Holder Account Number
 C1234567890 X X X



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Form of Proxy - Annual and Special Meeting of Shareowners of Cott Corporation to be held on May 1, 2018

This Form of Proxy is solicited by and on behalf of management and the board of directors.

Notes to proxy

- Every shareowner has the right to appoint some other person of their choice, who need not be a shareowner, to attend and act on their behalf at the meeting. If you wish to appoint a person other than the persons whose names are printed herein, please insert the name of your chosen proxyholder in the space provided (see reverse).
- If the securities are registered in the name of more than one owner (for example, joint ownership, trustees, executors, etc.), then all those registered should sign this proxy. If you are voting on behalf of a corporation or another individual, you may be required to provide documentation evidencing your power to sign this proxy with signing capacity stated.
- This proxy should be signed in the exact manner as the name appears on the proxy.
- If this proxy is not dated, it will be deemed to bear the date on which it is mailed by management to the shareowner.
- The securities represented by this proxy will be voted or withheld from voting in accordance with the instructions of the shareowner, however, if you do not specify how to vote in respect of any matter, your proxyholder is entitled to vote your shares as he or she sees fit. If this proxy does not specify how to vote on a matter, and if you have authorized a director or officer of Cott Corporation to act as your proxyholder, this proxy will be voted as recommended by management. In particular, if your proxy does not specify how to vote, this proxy will be voted:
 - FOR the nominees listed in resolution 1. Election of Directors,
 - FOR the appointment of Cott's independent registered certified public accounting firm set out in resolution 2. Appointment of Independent Registered Certified Public Accounting Firm,
 - FOR the approval of our executive compensation by non-binding advisory vote set out in resolution 3. Non-Binding Advisory Vote on Executive Compensation,
 - FOR the approval of the Cott Corporation 2018 Equity Incentive Plan set out in resolution 4. Approval of Cott Corporation 2018 Equity Incentive Plan,
 - FOR the approval of the Cott Corporation Shareholder Rights Plan set out in resolution 5. Approval of Cott Corporation Shareholder Rights Plan,
 - FOR the approval of the amendment to the Cott Corporation Articles of Incorporation to change Cott's registered office address from Quebec to Ontario, set out in resolution 6. Approval of Amendment to Cott Corporation Articles of Incorporation (Change of Registered Office Address), and
 - FOR the approval of the amendments to the Cott Corporation Articles of Incorporation and the Cott Corporation By-Laws to allow for meetings of shareowners to be permitted in such location as the directors of Cott may determine, either inside or outside of Canada, set out in resolution 7. Approval of Amendments to Cott Corporation Articles of Incorporation and Cott Corporation By-Laws (Place of Meetings).
- This proxy confers discretionary authority in respect of amendments or variations to matters identified in the Notice of Meeting or other matters that may properly come before the meeting and at any continuation of the meeting after an adjournment thereof.
- This proxy should be read in conjunction with the accompanying documentation provided by management.

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Proxies submitted must be received by 5:00 p.m. (local time in Toronto, Ontario, Canada) on April 27, 2018.

THANK YOU

VOTE USING THE TELEPHONE OR INTERNET 24 HOURS A DAY 7 DAYS A WEEK!



To Vote Using the Telephone

- Call the number listed BELOW from a touch tone telephone.
- 1-866-732-VOTE (8683) Toll Free**



To Vote Using the Internet

- Go to the following web site:
www.investorvote.com/Cot
- Smartphone?**
Scan the QR code to vote now.



To Receive Documents Electronically

- You can enroll to receive future securityholder communications electronically by visiting www.investorcentre.com and clicking at the bottom of the page.

If you vote by telephone or the Internet, DO NOT mail back this proxy.

Voting by mail may be the only method for securities held in the name of a corporation or securities being voted on behalf of another individual. Voting by mail is the only method by which a shareowner may appoint a person as proxyholder other than the management nominees named on the reverse of this proxy. Instead of mailing this proxy, you may choose one of the two voting methods outlined above to vote this proxy.

To vote by telephone or the Internet, you will need to provide your CONTROL NUMBER listed below.

CONTROL NUMBER 123456789012345



This Form of Proxy is solicited by and on behalf of management and the board of directors.

Appointment of Proxyholder

I/We being shareowner(s) of Cott Corporation hereby appoint: David T. Gibbons, Chairman, or failing him, Marni Morgan Poe, Vice-President, General Counsel & Secretary

OR

Print the name of the person you are appointing if this person is someone other than the Chairman or Secretary

[Empty box for appointing a proxyholder]

as my/our proxyholder with full power of substitution and to vote in accordance with the following direction (or if no directions have been given, as the proxyholder sees fit) at the Annual and Special Meeting of Shareowners of Cott Corporation to be held at the Toronto Airport Marriott, 901 Dixon Road, Toronto, Ontario, Canada, on Tuesday, May 1, 2018 at 8:30 a.m. (local time in Toronto, Ontario, Canada), and at any continuation of the meeting after an adjournment thereof. Discretionary authority is hereby conferred with respect to any amendments or variations to matters identified in the Notice of Meeting or other matters that may properly come before the meeting and at any continuation of the meeting after an adjournment thereof. As of March 12, 2018, management is not aware of any such amendments, variations or other matters to be presented at the meeting.

1. Election of Directors The proposed nominees named in the accompanying proxy statement are:

01. Jerry Fowden; 02. David T. Gibbons; 03. Stephen H. Halperin; 04. Betty Jane Hess; 05. Kenneth C. Keller, Jr.; 06. Gregory Monahan; 07. Mario Pillozzi; 08. Eric Rosenfeld; 09. Graham Savage

FOR all nominees listed above:

FOR all nominees listed above other than:

Please specify the name of the individual(s) from whom you wish to withhold your vote: _____

WITHHOLD vote for all nominees listed above:

2. Appointment of Independent Registered Certified Public Accounting Firm.

Appointment of PricewaterhouseCoopers LLP as the Independent Registered Certified Public Accounting Firm.

For Against Withhold

3. Non-Binding Advisory Vote on Executive Compensation.

Approval, on a non-binding advisory basis, of the compensation of Cott Corporation's named executive officers.

For Against Withhold

4. Approval of Cott Corporation 2018 Equity Incentive Plan.

Approval of the Cott Corporation 2018 Equity Incentive Plan.

For Against Withhold

5. Approval of Cott Corporation Shareholder Rights Plan.

Approval of the Cott Corporation Shareholder Rights Plan.

For Against Withhold

6. Approval of Amendment to Cott Corporation Articles of Incorporation (Change of Registered Office Address).

Approval of the amendment to the Cott Corporation Articles of Incorporation to change Cott's registered office address from Quebec to Ontario.

For Against Withhold

7. Approval of Amendments to Cott Corporation Articles of Incorporation and Cott Corporation By-Laws (Place of Meetings).

Approval of the amendments to the Cott Corporation Articles of Incorporation and the Cott Corporation By-Laws to allow for meetings of shareowners to be permitted in such location as the directors of Cott may determine, either inside or outside of Canada.

For Against Withhold

Authorized Signature(s) - Sign Here - This section must be completed for your instructions to be executed.

I/We authorize you to act in accordance with my/our instructions set out above. I/We hereby revoke any proxy previously given with respect to the meeting. If no voting instructions are indicated above, this proxy will be voted as recommended by management.

[Signature line]

Signature(s)

Date

Interim Financial Statements Request

In accordance with Canadian securities regulations, shareowners may elect to receive interim financial statements, if they so request. Mark this box if you would like to receive interim financial statements and accompanying Management's Discussion and Analysis by mail. If you do not mark this box, or do not return this PROXY, then it will be assumed you do NOT want to receive interim financial statements and the accompanying Management's Discussion and Analysis.

Annual Financial Statements Request

Mark this box if you would NOT like to receive annual financial statements and accompanying Management's Discussion and Analysis by mail. If you do not mark this box, or do not return this PROXY, then the annual financial statements and accompanying Management's Discussion and Analysis will continue to be sent to you.

If you are not mailing back your proxy, you may register online to receive the above financial statement(s) by mail at www.computershare.com/maillinglist.

