

March 30, 2020



Notice of Change of Location of Annual Shareholders Meeting to be Held on April 23, 2020

As previously announced, the 2020 annual meeting of shareholders of Gaia, Inc., a Colorado corporation, will be held on Thursday, April 23, 2020 at 9:30 a.m. Mountain Time. However, due to recent orders, guidance and protocols issued by public health authorities and federal, state and local governments, NOTICE IS HEREBY GIVEN that the location of the annual meeting has been changed. In compliance with current restrictions regarding gatherings, we have determined to hold the 2020 annual meeting in a virtual meeting format only, with attendance via the internet. Accordingly, you will not be able to attend the annual meeting physically in person.

As described in the previously-distributed proxy materials for the annual meeting, you are entitled to participate in and vote at the annual meeting if you were a shareholder of record as of the close of business on February 28, 2020, the record date of the annual meeting, or hold a legal proxy for the meeting provided by your bank, broker, or nominee.

The annual meeting will be held virtually at www.virtualshareholdermeeting.com/GAIA2020. In order to attend the annual meeting virtually, you will need to log-in using the control number found on the proxy card, voting instruction form or notice you previously received. You may vote during the annual meeting by following the instructions available on the meeting website. In addition, you may submit questions and view the rules of conduct for the virtual annual meeting at www.virtualshareholdermeeting.com/GAIA2020.