

16 May 2025

Likewise Group PLC
Unit 4 Radial Park
Solihull Parkway
Birmingham Business Park
Solihull B37 7WN

Tel: 0121 817 2900

Dear Shareholder

NOTICE OF THE 2025 ANNUAL GENERAL MEETING – LIKEWISE GROUP PLC

Please accept this letter as notification that the Likewise Group plc's (the "Company") Notice of the 2025 Annual General Meeting ("AGM") has now been published on the Company's website at www.likewiseplc.com and is enclosed for shareholders who elected for a hard copy of the report.

AGM attendance

The Company's Annual General Meeting will be held at 10.00 am on Friday, 27 June 2025 at our offices, Unit 4 Radial Park, Solihull Parkway, Birmingham Business Park, Solihull, B37 7WN.

This letter does not contain the full details of the resolutions to be tabled at the meeting, these are contained in the Notice of the AGM and should be read before you complete your vote. The Directors consider that the proposed resolutions contained in the Notice of AGM are in the best interests of the Company and shareholders as a whole and unanimously recommend that you vote in favour of them, as they intend to do in respect of their own shareholdings.

Proxy voting

All shareholders should submit their vote electronically via the Investor Centre app or web browser at <https://uk.investorcentre.mpms.mufg.com/>. You will need to log in to your Investor Centre account or register if you have not previously done so. To register you will need your investor code; this is detailed on your share certificate or available from the Company's registrar, MUFG Corporate Markets (formerly called Link Group). Shares held in uncertificated form (i.e. in CREST) may be voted through the CREST Proxy Voting Service in accordance with procedures set out in the CREST Manual.

Proxy votes must be received no later than by no later than 10am on Wednesday, 25th June 2025

The Company strongly encourages shareholders to vote electronically. Instructions on voting are attached to the Notice of AGM sent out to shareholders and can also be found on the Company's website. Shareholders may also wish to submit questions in advance via e-mail to companysecretary@likewiseplc.com. We will endeavour to respond to questions raised directly, or by publishing responses on our website.

If you need help with voting online, please contact our registrar, MUFG Corporate Markets, on Tel: 0371 664 0391. Calls are charged at the standard geographic rate and will vary by provider. Calls outside the United Kingdom will be charged at the applicable international rate. Lines are open between 9.00am and 5.30pm, Monday to Friday excluding public holidays in England and Wales; alternatively email MUFG Corporate Markets at shareholderenquiries@cm.mpms.mufg.com.

May I take this opportunity to thank you for your continued support as a shareholder of Likewise Group plc and to wish you and your families well.

Yours sincerely



Ben Baker-Ashforth
COMPANY SECRETARY
LIKEWISE GROUP PLC

A member of Likewise Group Plc

Registered Office:
Unit 4 Radial Park
Solihull Parkway
Birmingham Business Park
Solihull B37 7WN

info@likewiseplc.com
www.likewiseplc.com

Registered in England 08010067

Arrange to have your dividends paid direct into your bank account

The Company will be paying dividends through electronic transfer of funds only, facilitated by our Registrar, MUFG Corporate Markets (formerly called Link Group). Payments will not be made by cheque. Shareholders should ensure they have registered their bank details with MUFG Corporate Markets to ensure dividends are received and to keep these records up to date. Payment electronically means that:

Your dividend reaches your bank account on the payment date;

It is more secure; and

Helps reduce fraud.

If you have a UK bank account, you can sign up for this service electronically via the Investor Centre app or web browser at <https://uk.investorcentre.mpms.mufg.com/>. To receive the interim dividend please register your bank details as soon as possible and your dividend will be paid within one month of registering your bank details, after the dividend pay date.

Alternatively, re-invest your dividends

MUFG Corporate Markets Dividend Re-Investment Plan offers a convenient way for shareholders to build up their shareholding by using dividend money to purchase additional shares. The plan is provided by MUFG Corporate Markets, a trading name of MUFG Corporate Markets Trustees (UK) Limited which is authorised and regulated by the Financial Conduct Authority. This service is only available to shareholders resident in the UK and the Channel Islands.

For more information and an application pack please call 0371 664 0381 (Calls are charged at the standard geographic rate and will vary by provider. Calls outside the United Kingdom will be charged at the applicable international rate. Lines are open between 09:00 - 17:30, Monday to Friday excluding public holidays in England and Wales).

Alternatively you can email DRIP.Enquiries@cm.mpms.mufg.com or log on to uk.investorcentre.mpms.mufg.com

It is important to remember that the value of shares and income from them can fall as well as rise and you may not recover the amount of money you invest. Past performance should not be seen as indicative of future performance. This arrangement should be considered as part of a diversified portfolio.

Shareholder Communications

Most shareholders choose to receive Annual Reports and Notices of meetings electronically. This has several advantages for the Company and its shareholders. It increases the speed of communication, saves you time and reduces print and distribution costs and our impact on the environment.

If you would like to receive notifications by email, you can register your email address via the Investor Centre app or web browser at <https://uk.investorcentre.mpms.mufg.com/> or write to FREEPOST SAS (no stamp or further address detail is required; please write in BLOCK CAPITALS).

If you would like to receive shareholder information by means of a website, there is nothing more you need to do. You will be notified by post when shareholder information has been placed on the website.

Please note that you still have the right to request hard copies of shareholder information at no charge.

If you would like to receive shareholder information in hard copy form, you can register your request via the Investor Centre app or web browser at <https://uk.investorcentre.mpms.mufg.com/> or write to FREEPOST SAS (no stamp or further address detail is required; please write in BLOCK CAPITALS). Please note that if you hold your shares corporately or in a CREST account, you are not able to use the Investor Centre to inform us of your preferred method of communication and should instead write to FREEPOST SAS (no stamp or further address detail is required; please write in BLOCK CAPITALS).

If we do not receive a reply from you within 28 days of the date of dispatch of this letter, you will be deemed to have consented to website publication of shareholder information and you will not receive hard copies of shareholder information in the post.