

7th April 2021

Dear Shareholder,

Annual General Meeting 5 May 2021

I hope this letter finds you and those close to you safe and well. When I wrote a similar letter to you last year, I thought it would be exceptional. Sadly, it has turned out that it was not the case.

I enclose formal notice of our Annual General Meeting (**AGM**) to be held at John Ormond House, 899 Silbury Boulevard, Milton Keynes, MK9 3XL on 5 May 2021 at 2:00pm *but please note the special arrangements detailed below.*

AGM arrangements

The Personal Group Board continues to monitor the developments associated with the continuing COVID-19 pandemic and it notes the continuing restrictions on gatherings imposed by public health legislation and guidance issued by the Government (**Government Guidelines**). Looking ahead to the proposed date of the AGM, the Board considers that the Government Guidelines likely to be in force at that time precludes the physical attendance of persons at the AGM. In light of these measures, and to protect the wellbeing of the Company's shareholders, customers and employees through maintaining appropriate social distancing practises, the decision has been taken that physical attendance in person at the AGM will again not be possible. This means shareholders can continue to adhere to the Government Guidelines which currently prohibit, amongst other things, individuals engaging in non-essential travel and gatherings of more than two people indoors unless essential for work purposes.

The AGM will be conducted with the minimum necessary quorum of two shareholders (present in person or by proxy) in accordance with the articles of association of the Company (the Articles). These attendees at the AGM will be officers and employees of the Company and the AGM will be facilitated by the Company in line with the Government's strict social distancing advice at all times.

Given the constantly evolving nature of the situation, should circumstances change before the time of the AGM, we want to ensure that we are able to adapt arrangements and to welcome shareholders to the AGM, within safety constraints and in accordance with Government Guidelines. Should we consider that it has become possible to do so, we shall circulate an update, in accordance with the Articles, as early as possible before the date of the meeting. This update shall outline any change in procedures. We strongly recommend checking our website prior to the AGM for the most up-to-date information. Given the current situation, the Board therefore strongly encourages all shareholders to exercise their right to vote by appointing the Chair of the AGM as their proxy to exercise their votes at the AGM. All valid proxy votes will be included in the poll to be taken at the AGM. In order to appoint the Chair of the AGM as your proxy, please complete and send the proxy form enclosed so it is received by the Company, not later than 48 hours before the time appointed for the AGM, excluding any part of a day that is not a working day, i.e. by not later than 2:00pm on 3 May 2021. **Due to the continuing Coronavirus (COVID-19) pandemic disruption, please return all completed proxy forms directly to the Company's registered office, John Ormond House, 899 Silbury Boulevard, Milton Keynes, MK9 3XL with a copy also emailed to AGM@personalgroup.com as soon as possible. Please do not send completed proxy to our registrars Link Asset Services. If, due to the continuing Coronavirus (COVID-19) pandemic disruption, you are unable to return your proxy form to the Company's registered office please email your response to AGM@personalgroup.com. Please note, you will NOT be able to attend the AGM in person.**

The AGM will comprise only the formal votes for each resolution set out in the Notice of Annual General Meeting. There will be no business update or Q&A at the AGM. Shareholders are encouraged to view the Company's presentation of its 2019 results on the Company's website <https://www.personalgroup.com/why-invest/results-centre>. In addition, the Board welcomes the opportunity to engage with each of you as shareholders of the Company – should you have any questions limited to matters relating to the business of the AGM itself that would otherwise have been asked at the AGM if attendance in person was permitted, please email them to AGM@personalgroup.com ahead of the AGM date with the subject line "AGM Question 2021".

The Board recommends voting in favour of all resolutions contained in the Notice of Annual General Meeting as, in the Board's opinion, they are in the best interests of the Company and its shareholders as a whole.

Following the meeting, a message from me on behalf the board will be made available on the Personal Group website, providing us with an opportunity to communicate directly with you, our shareholders and offer an update on the activities within the Group.

My successor as chairman, Martin Bennett, will be in touch after the AGM about the possibility of a shareholder meeting later in the year once Covid-19 restrictions have been relaxed. While we have not made a decision yet, it may be a useful way to further shareholder engagement in the absence of another normal AGM.

Once again, I am immensely proud of how everyone at Personal Group has responded to the challenges faced by us and, most importantly, our policyholders. As shareholders, I trust you too feel proud of the contribution Personal Group is making to those in the community who need our help.

I am sorry I will not be able to say goodbye in person when I step down from the Board at the conclusion of the AGM.

I wish you well.

Yours faithfully,



Mark Winlow
Chairman

Personal Group

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