

11th May 2020

Dear Shareholder,

Annual General Meeting 4 June 2020

I hope this letter finds you and those close to you safe and well in these unprecedented times.

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 4 June 2020 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 restrictions on public gatherings imposed by the Government's Stay at Home measures. With a view to ensuring 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 not be possible. This means shareholders can continue to adhere to the Government's Stay at Home measures which currently prohibit, amongst other things, individuals engaging in non-essential travel and public gatherings of more than two people 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. 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. Even if the Government's guidance change, we will conduct the AGM as I describe it here.

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 2 June 2020. **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 2020".

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. We are also considering, the possibility of a shareholder meeting later in the year once Stay at Home measures are relaxed. While we have not made a decision yet it may be a useful way to further shareholder engagement in the absence of a normal AGM.

In the meantime, 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 look forward to meet many of you in person when we can, until then I wish you well.

Yours faithfully,



Mark Winlow
Chairman

Personal Group

John Ormond House
899 Silbury Boulevard
Milton Keynes · MK9 3XL

01908 605000
info@personalgroup.com
personalgroup.com

Personal Group is a trading style of Personal Group Holdings Plc, registered office John Ormond House, 899 Silbury Boulevard, Central Milton Keynes, MK9 3XL. Registered in England and Wales number 3194991. Personal Assurance Plc. is authorised by the Prudential Regulation Authority and regulated by the Financial Conduct Authority and the Prudential Regulation Authority. Personal Assurance (Guernsey) Limited is authorised and regulated by the Guernsey Financial Services Commission. Personal Group Benefits Limited and Personal Assurance Services Limited are authorised and regulated by the Financial Conduct Authority. All companies together with Personal Group Limited and Personal Management Solutions Limited are subsidiaries of Personal Group Holdings Plc.

