



18 April 2023

Dear Shareholder,

### Notice of Meeting and Annual Report and Accounts for the Year Ended 1 January 2023

Please accept this letter as notification that Safestyle UK plc's (the Company) Annual Report and Accounts for the year ended 1 January 2023 and the Notice of the 2023 Annual General Meeting have now been published on the Company's website at <http://www.safestyleukplc.co.uk/> and are enclosed for shareholders who elected for a hard copy of the Report. We extend our thanks to our third party printers and fulfilment house for achieving this.

### Annual General Meeting (AGM) attendance

The Company's AGM will be held at FTI Consulting, 200 Aldersgate Street, Barbican, London, EC1A 4HD at 10:00 a.m. on 18 May 2023.

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, a copy of which is available on the Company's website at <http://www.safestyleukplc.co.uk/>, and should be read before you complete your vote. The Directors consider that the proposed resolutions contained in the Notice of the 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.

The AGM will be held at FTI Consulting, 200 Aldersgate Street, Barbican, London, EC1A 4HD and also electronically to ensure that shareholders who wish to attend the AGM are able to do so. Details of how to attend and vote at the AGM are included in the Notice of AGM. To facilitate the smooth operation of the meeting, shareholders are encouraged to vote prior to the meeting by proxy, whether or not they intend to attend the electronic meeting. Completion of the Proxy does not prevent a shareholder from attending and voting in person at the AGM.

All shareholders wishing to attend the AGM must contact the Company before 10:00 a.m. on 16 May 2023 by emailing [InvestorRelations@safestyle.co.uk](mailto:InvestorRelations@safestyle.co.uk) and expressing their wish to join the electronic meeting. To gain access to the dial-in details, shareholders will need to provide evidence of their holdings or a copy of a representation letter. The Company will carry out identity verification checks with its Registrar and once these are complete, joining instructions will be provided in advance of the AGM.

Voting at the electronic meeting will take place via a shareholder app: LinkVote+ available to download on the Apple App Store and Google Play.

The UK's No.1

**Safestyle UK plc**

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St Helier  
Jersey  
JE1 0BD

Telephone: 01274 842000  
Reg. in Jersey No. 114327

## Proxy voting

You will not receive a hard copy form of proxy for the AGM in the post unless specifically requested. Instead, you will be able to vote electronically at [www.signalshares.com](http://www.signalshares.com). You will need to log into your Signal Shares account or register if you have not previously done so. To register you will need your Investor Code which is detailed on your share certificate or available from our Registrar, Link Group as soon as possible but, in any event no later than at 10:00 a.m. on 16 May 2023. You can also vote via a shareholder app: LinkVote+ available to download on the Apple App Store and Google Play.

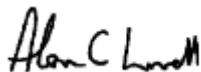
The Company strongly encourages shareholders to vote electronically. Instructions on voting are attached to the Notice of AGM sent out to shareholders and can also be found on the Company's website. Shareholders may also wish to submit questions in advance via e-mail to [Richard.Short@safestyle.co.uk](mailto:Richard.Short@safestyle.co.uk). 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, Link Group, 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. We are open between 09:00 – 17:30, Monday to Friday excluding public holidays in England and Wales. Or email Link at [shareholderenquiries@linkgroup.co.uk](mailto:shareholderenquiries@linkgroup.co.uk).

Proxy votes must be received by no later than 10:00 a.m. on 16 May 2023.

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

Yours faithfully



Alan C Lovell  
*Chairman*

This letter has been sent to registered shareholders who have elected to receive communications by post and to certain beneficial owners of shares who have been nominated by their registered holders of shares to enjoy information rights in accordance with Articles 16.24 of the Articles of Association of the Company ("nominated persons"). Such nominated persons are advised that, in order to vote at the forthcoming Annual General Meeting, they must issue an instruction to the registered holder of their shares. The Company may only accept instructions from registered holders of its shares and it would therefore be unable to act upon any instructions received from nominated persons.