



SureserveGroup

50 Liverpool Street
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www.sureservegroup.co.uk

This document is important and requires your immediate attention. If you are in any doubt as to what action you should take, you are recommended to seek your own financial advice from your stockbroker or other independent adviser authorised under the Financial Services and Markets Act 2000 if you are in the UK or, if not, another appropriately authorised and independent financial adviser.

20 February 2019

Dear Shareholder

Your shareholder communications

This letter accompanies the notice to members of the Annual General Meeting of Sureserve Group plc ("Company") to be held at 10.00am on 19 March 2019 at The Garden Room, City Of London Club, 19 Old Broad St, London EC2N 1DS.

The purpose of this letter is to seek members' consent to the Company sending or supplying documents and notices (such as our Annual Report and notices of future Annual General Meetings) ("Documents") to them in electronic form and via a website.

We believe increased use of electronic communications will deliver savings to the Company in terms of administration, printing and postage costs. The reduced use of paper and inks will also have environmental benefits. Electronic communications are also faster and more reliable than the post.

Communications via a website

Under the provisions of the Companies Act 2006, we are required to ask you individually to confirm your agreement to the Company sending or supplying the Documents to you as a member of the Company via the Company's website at www.sureservegroup.co.uk ("Website").

If we do not receive a response to this letter from you within 28 days of the date of this letter, then you will be taken to have agreed (under paragraph 10 of Schedule 5 to the Companies Act 2006) that the Company may send or supply the Documents to you via the Website. Therefore, if you agree to the Company sending or supplying the Documents to you via the Website, you need take no further action in relation to this part of the letter.

If you would prefer to receive the Documents in paper form rather than via the Website, you will need to let us know by completing and signing Reply Slip A at the end of this letter and returning it to Link Asset Services at FREEPOST SAS, 34 Beckenham Road BR3 9ZA.

We will notify you by post when the Documents are available to access on the Website and we will provide you with:

- the address of the Website;
- the place on the Website where the Documents may be accessed; and
- details of how to access the Documents.

Communications in electronic form

We are also required by the provisions of the Companies Act 2006 to ask you individually to confirm your agreement to the Company sending or supplying the Documents to you as a member of the Company in electronic form, for example by email.

If you agree to the Company sending or supplying the Documents to you in electronic form (in accordance with paragraph 6 of Schedule 5 to the Companies Act 2006), you can register at www.signalshares.com or complete and sign Reply Slip B at the end of this letter and return it to Link Asset Services at FREEPOST SAS, 34 Beckenham Road BR3 9ZA. Please also provide an email address for this purpose in the space provided on Reply Slip B.

Your right to copies of the Documents in paper form

Even if you consent (or are deemed to have consented) to the Company sending or supplying the Documents to you via a website or in electronic form, you can request a copy of any of the Documents in paper form from us at any time. We will send the requested Documents free of charge within 21 days of your request. You can also change your instructions at any time by writing to Link Asset Services at The Registry, 34 Beckenham Road, Beckenham, Kent BR3 4TU. Alternatively you can change your communication preference at any time by logging on to www.signalshares.com.

Our right to send or supply copies of the Documents in paper form

Please note that there may be particular circumstances in which the Company needs to send or supply Documents to you in paper form rather than by the Website or email, in which case the Company reserves the right to do so.

If the Company is required to restrict the sending or supplying of any Documents to any members within the European Economic Area ("EEA"), for example due to the local laws of the EEA country in which the particular members are resident or otherwise located, we will not be permitted to use electronic means to communicate with any members holding shares of the same class as those members within the EEA. In any such case, we will send you copies of the Documents in paper form.

We encourage you to take advantage of these new methods of communication.

Yours sincerely

John Charlton
Group Company Secretary
Sureserve Group plc

Sureserve Group plc

Incorporated in England and Wales under the
Companies Act 2006 with registered number 09411297

REPLY SLIP A

REQUEST TO SEND OR SUPPLY DOCUMENTS AND NOTICES VIA A WEBSITE

ONLY COMPLETE IF REQUIRED – IF YOU AGREE TO SURESERVE GROUP PLC SENDING OR SUPPLYING DOCUMENTS AND NOTICES TO YOU VIA THE COMPANY'S WEBSITE, YOU DO NOT NEED TO COMPLETE THIS REPLY SLIP A.

If you would prefer to receive documents and notices in paper form from Sureserve Group plc rather than via the Company's website, you will need to let us know by completing this Reply Slip A and returning it to Link Asset Services, FREEPOST SAS, 34 Beckenham Road BR3 9ZA, by no later than 10.00am on 15 March 2019. Please allow time for posting.

If you have any questions, please contact our Registrars, Link Asset Services, on 0871 664 0300. Calls cost 12 pence per minute plus your phone company's access charge. If you are outside the United Kingdom, please call +44 371 664 0300. Calls outside the United Kingdom will be charged at the applicable international rate. Lines are open from 9.00 am until 5.30 pm, Monday to Friday excluding public holidays in England and Wales.

I/We elect to continue to receive documents and notices in paper form from Sureserve Group plc by post.

Signed	
Name	(Block capitals)
Investor code	(You will find this on your share certificate)
Address	
Date	

Please return to Link Asset Services, FREEPOST SAS, 34 Beckenham Road BR3 9ZA

Sureserve Group plc Reg Office: 50 Liverpool Street, London EC2M 7PY
Registered in England No. 09411297



REPLY SLIP B

REQUEST TO SEND OR SUPPLY DOCUMENTS AND NOTICES IN ELECTRONIC FORM

PLEASE COMPLETE and sign this Reply Slip B and return it to Link Asset Services at FREEPOST SAS, 34 Beckenham Road BR3 9ZA, as soon as possible.

If you have any questions, please contact our Registrars, Link Asset Services, on 0871 664 0300. Calls cost 12 pence per minute plus your phone company's access charge. If you are outside the United Kingdom, please call +44 371 664 0300. Calls outside the United Kingdom will be charged at the applicable international rate. Lines are open from 9.00 am until 5.30 pm, Monday to Friday excluding public holidays in England and Wales.

I/We agree to the request from Sureserve Group plc to send or supply documents and notices to me/us in electronic form.

My/Our email address for such purposes is.....

(insert email address)

Signed	
Name	(Block capitals)
Investor code	(You will find this on your share certificate)
Address	
Date	

Please return to Link Asset Services, FREEPOST SAS, 34 Beckenham Road BR3 9ZA

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