

THIS DOCUMENT IS IMPORTANT AND REQUIRES YOUR IMMEDIATE ATTENTION

If you are in any doubt as to any aspect of the proposals referred to in this document or as to the action you should take, you should seek your own advice from your stockbroker, solicitor, accountant or other professional adviser authorised under the Financial Services and Markets Act 2000.

If you have sold or otherwise transferred all your shares in Purplebricks Group plc (the Company), please forward this document, together with the accompanying documents, to the purchaser or transferee, or to the person who arranged the sale or transfer so they can pass these documents to the person who now holds the shares.

Purplebricks Group plc



(Incorporated and registered in England and Wales under No. 08047368)

CHAIRMAN'S LETTER AND NOTICE OF ANNUAL GENERAL MEETING 2019

The Annual General Meeting of Purplebricks Group plc will be held on Thursday 3rd October 2019 at 10.00am at the offices of Buchanan Communications Limited, 107 Cheapside, London EC2V 6DN

Whether or not you propose to attend the Annual General Meeting, please complete and submit your proxy vote either online at www.signalshares.com or through Crest. The proxy vote must be completed and returned so as to reach the Company's Registrars by no later than 10.00am on 1st October 2019. Appointment of a proxy will not prevent you from attending and voting at the Annual General Meeting should you choose to do so.

Purplebricks Group plc



(Incorporated in England and Wales with registered number 08047368)

Directors:

Paul Pindar (Chairman)
Vic Darvey
James Davies
Adrian Blair
Simon Downing
Andreas Wiele
Michael Wroe

Registered office:

Suite 7, First Floor,
Cranmore Place,
Cranmore Drive, Solihull,
West Midlands B90 4RZ

6th September 2019

Dear Shareholder

Notice of Annual General Meeting of Purplebricks Group plc (the Company)

I have pleasure in inviting you to the Company's fourth Annual General Meeting (**AGM**) that will be held at 10.00am on Thursday 3rd October 2019 at the offices of Buchanan Communications Limited, 107 Cheapside, London EC2V 6DN. Enclosed with this letter is the formal notice of the AGM. The resolutions to be proposed are set out on pages 5 to 7.

The purpose of this letter is to explain the business to be considered at the AGM.

Annual report and accounts (Resolution 1)

The Directors are required to present to shareholders at the AGM the Annual Report and Accounts for the year ended 30th April 2019 together with the Directors' and Auditors' reports on the Annual Report and Accounts.

Reappointment of Directors (Resolutions 2 to 4)

Under the Company's Articles of Association (**Articles**), one third of the Directors are required to retire by rotation each year. James Davies and Michael Wroe will retire by rotation this year in accordance with the Articles. In addition, the Company's Articles provide that any director appointed by the Board since the last Annual General Meeting is required to retire and may then be considered for election. Vic Darvey has been appointed since the last Annual General Meeting and is seeking election. Each of

James Davies, Michael Wroe and Vic Darvey being eligible offers himself for re-election or election by shareholders and are proposed for re-election/election through separate Resolutions 2 to 4.

Auditors (Resolutions 5 and 6)

The Company is required at each general meeting at which accounts are presented to appoint auditors to hold office until the next such meeting. Deloitte LLP have indicated their willingness to continue to hold office. Accordingly, Resolution 5 reappoints Deloitte LLP as auditors to the Company and Resolution 6 authorises the Directors to fix their remuneration.

Authority of Directors to allot shares (Resolution 7)

The authority given to the Directors to allot further shares in the capital of the Company requires the prior authorisation of the shareholders in general meeting under section 551 Companies Act 2006. Upon the passing of Resolution 7, the Directors will have authority to allot shares up to an aggregate nominal amount of £1,021,186.38 which is approximately one-third of the Company's current issued ordinary share capital as at 3rd September 2019, being the latest practicable date before the publication of this Notice. This authority will expire immediately following the AGM in 2020 or on 31st October 2020, whichever is the earlier.

The Directors will continue to seek to renew this authority at each AGM, in accordance with current best practice. The Directors have no present intention of exercising the authority sought under this Resolution. It should be noted that the authority proposed in Resolution 7 is in addition to the authority passed and approved on 12th December 2015 for a period of five years to permit allotment of shares to Local Property Experts (LPEs) and employees. Such authority is to remain in effect and is not impacted by Resolution 7.

Disapplication of pre-emption rights (Resolution 8)

If the Directors wish to exercise the authority under Resolution 7 and offer shares (or sell any shares which the Company may purchase and elect to hold as treasury shares) for cash, the Companies Act 2006 requires that unless shareholders have given specific authority for the waiver of their statutory pre-emption rights, the new shares must be offered first to existing shareholders in proportion to their existing shareholdings. In certain circumstances, it may be in the best interests of the Company to allot new shares (or to grant rights over shares) for cash or to sell treasury shares for cash without first offering them to existing shareholders in proportion to their holdings.

Resolution 8 would authorise the Directors to do this by allowing the Directors to allot shares for cash or sell treasury shares for cash (i) by way of a rights issue (subject to certain exclusions), or by way of an open offer or other offer of securities (not being a rights issue) in favour of existing shareholders in proportion to their shareholdings (subject to certain exclusions) or (ii) otherwise up to an aggregate nominal value of £153,177.95 which is equivalent to approximately 5 per cent of the issued ordinary

share capital of the Company on 3rd September 2019, being the latest practicable date prior to the publication of this Notice.

If given, the authority will expire at the conclusion of the next AGM in 2020 or on 31st October 2020, whichever is the earlier. The Directors intend to renew such power at successive Annual General Meetings in accordance with current best practice. It should be noted that the authority proposed in Resolution 8 is in addition to the authority passed and approved on 12th December 2015 for a period of five years to permit disapplication of pre-emption rights in connection with the authority to allot shares to LPEs and employees. Such authority is to remain in force and is not impacted by Resolution 8.

The Directors have no present intention of exercising this authority, but they consider its grant to be appropriate in order to preserve maximum flexibility for the future.

Disapplication of pre-emption rights for an acquisition or specified capital investment (Resolution 9)

The Directors are seeking further authority under Resolution 9 to offer shares (or sell treasury shares) for cash otherwise than to existing shareholders pro rata to their holdings up to an aggregate nominal value of £153,177.95 which is equivalent to approximately 5 per cent of the issued ordinary share capital of the Company (excluding treasury shares) on 3rd September 2019, being the latest practicable date prior to the publication of this Notice. This is in addition to the 5 per cent referred to in Resolution 8. If given, the authority will expire at the conclusion of the next AGM in 2020 or on 31st October 2020, whichever is the earlier.

This extra authority is being sought in accordance with the Pre-Emption Group's 2015 Statement of Principles (**Statement of Principles**). The Statement of Principles permits disapplication authorities of up to 10 per cent of issued ordinary share capital in total to be sought provided the extra 5 per cent is used only in connection with the financing (or refinancing) of an acquisition or specified capital investment (as defined in the Statement of Principles). The Directors confirm that they intend to use the authority sought in Resolution 9 only in connection with such an acquisition or specified capital investment which is announced contemporaneously with the issue, or which has taken place in the preceding six month period and is disclosed in the announcement of the issue.

Action to be taken

Shareholders are able to vote online at www.signalshares.com, in order to do so you will need an investor code which can be found on your share certificate. Alternatively, shareholders are also able to vote through Crest. The proxy appointment and instructions should be returned so as to be received by Link Asset Services, PXS, 34 Beckenham Road, Beckenham BR3 4TU as soon as possible and in any event no later than 48 hours excluding any part of a day that is a Saturday, Sunday or Bank Holiday

before the time appointed for holding the AGM, that is to say, no later than 10.00am on 1st October 2019.

Voting on all resolutions at the AGM will be on a show of hands. Following the AGM the results of the voting will be posted on the Company's website and notified to the London Stock Exchange.

Recommendation

Your Directors consider that all the Resolutions to be put to the meeting are in the best interests of the Company and its shareholders as a whole and unanimously recommend shareholders to vote in favour of all the Resolutions, as they intend to do in respect of their own beneficial holdings.

Yours sincerely

Paul Pindar

Chairman

NOTICE OF ANNUAL GENERAL MEETING

Purplebricks Group plc (the Company)



(Incorporated in England and Wales with registered number 08047368)

Notice of Annual General Meeting

NOTICE IS HEREBY GIVEN that the 2019 Annual General Meeting of the Company will be held at 107 Cheapside, London EC2V 6DN on 3rd October 2019 at 10.00am for the following purposes: to propose and, if thought fit, to pass Resolutions 1 to 7 as ordinary resolutions (an ordinary resolution is one that requires a majority of in excess of 50 per cent of those present and voting to be passed); and to propose and, if thought fit, to pass Resolutions 8 and 9 as special resolutions (a special resolution is one that requires a majority of in excess of 75 per cent of those present and voting to be passed).

Ordinary Resolutions

- 1 To receive the reports of the Directors and the audited accounts of the Company for the financial year ended 30th April 2019 together with the report of the Auditors on those audited accounts.
- 2 To elect Vic Darvey who, being eligible, offers himself for election, as a Director.
- 3 To re-elect James Davies who, being eligible, offers himself for re-election, as a Director.
- 4 To re-elect Michael Wroe who, being eligible, offers himself for re-election, as a Director.
- 5 To reappoint Deloitte LLP as Auditors of the Company to hold office from the conclusion of this meeting until the conclusion of the next general meeting at which accounts are laid before the meeting.
- 6 To authorise the Directors to fix the remuneration of the Auditors.
- 7 THAT in substitution for all subsisting authorities to the extent unused, but excluding the additional authority to allot ordinary shares passed and approved on 12th December 2015 that remains in force and effect as set out in the terms of that authority, the Directors be and they are hereby generally and unconditionally authorised, in accordance with section 551 Companies Act 2006 (**CA 2006**), to exercise all the powers of the Company to allot shares in the Company and to grant rights to subscribe for, or to convert any security into, shares in the Company up to an aggregate nominal amount of £1,021,186.38.

The authority hereby conferred on the Directors shall expire at the conclusion of the next Annual General Meeting of the Company after the date of the passing of this Resolution or 31st October 2020, whichever is the earlier save that under this authority the Company may, before such expiry, make an offer or agreement which would or might require shares to be allotted or rights to subscribe for, or to convert any security into, shares to be granted after such expiry and the Directors may allot shares or grant rights to subscribe for, or to convert any security into, shares (as the case may be) in pursuance of such an offer or agreement as if the authority conferred hereby had not expired.

Special Resolutions

8 THAT, subject to the passing of Resolution 7 above and in substitution for all subsisting authorities to the extent unused, but excluding the additional authority to disapply pre-emption rights passed and approved by resolution of shareholders on 12th December 2015 that remains in force and effect as set out in the terms of that authority, the Directors be and they are hereby authorised, pursuant to section 570 and section 573 Companies Act 2006 (**CA 2006**), to allot equity securities (within the meaning of section 560 CA 2006) for cash either pursuant to the authority conferred by Resolution 9 or by way of a sale of treasury shares, as if section 561(1) CA 2006 did not apply to any such allotment or sale, provided that this authority shall be limited to:

- (a) the allotment of equity securities or sale of treasury shares in connection with an offer of equity securities:
 - (i) to ordinary shareholders in proportion (as nearly as may be practicable) to their existing holdings; and
 - (ii) to holders of other equity securities as required by the rights of those securities or as the Directors otherwise consider necessary,

and so that the Directors may impose any limits or restrictions and make any arrangements which they consider necessary or appropriate to deal with any treasury shares, fractional entitlements or securities represented by depositary receipts, record dates, legal, regulatory or practical problems in, or under the laws of, any territory or the requirements of any regulatory body or stock exchange or any other matter; and

- (b) the allotment (otherwise than under paragraph (a) of this Resolution 8) of equity securities or sale of treasury shares up to an aggregate nominal amount of £153,177.95,

and shall expire at the conclusion of the next Annual General Meeting of the Company after the passing of this Resolution or 31st October 2020, whichever is the earlier, save that the Company may, before such expiry, make an offer or agreement which would or might require equity securities to be allotted (and treasury shares to be sold) after such expiry and the Directors may

allot equity securities (and sell treasury shares) in pursuance of such offer or agreement as if the authority conferred hereby had not expired.

9 THAT, subject to the passing of Resolution 7 above, the Directors be and they are hereby authorised in addition to any authority granted under Resolution 8, pursuant to section 570 and section 573 Companies Act 2006 (**CA 2006**), to allot equity securities (within the meaning of section 560 CA 2006) for cash either pursuant to the authority conferred by Resolution 7 or by way of a sale of treasury shares, as if section 561(1) CA 2006 did not apply to any such allotment or sale, provided that this authority shall be:

- (a) limited to the allotment of equity securities or sale of treasury shares up to an aggregate nominal amount of £153,177.95; and
- (a) used only for the purposes of financing (or refinancing, if the authority is to be used within six months after the original transaction) a transaction which the Directors determine to be an acquisition or other capital investment of a kind contemplated by the Statement of Principles on Disapplying Pre-Emption Rights most recently published by the Pre-Emption Group prior to the date of this notice,

and shall expire at the conclusion of the next Annual General Meeting of the Company after the passing of this Resolution or 31st October 2020, whichever is the earlier, save that, in each case, the Company may, before such expiry, make an offer or agreement which would or might require equity securities to be allotted (and treasury shares to be sold) after such expiry and the Directors may allot equity securities (and sell treasury shares) in pursuance of such offer or agreement as if the authority conferred hereby had not expired.

By Order of the Board,

6th September 2019

James Davies

Secretary

Registered office: Suite 7, First Floor, Cranmore Place, Cranmore Drive, Shirley, Solihull, West Midlands B90 4RZ

Notes:

- 1 A member is entitled to appoint one or more proxies to exercise all or any of the member's rights to attend, speak and vote at the meeting. A proxy need not be a member of the Company but must attend the meeting for the member's vote to be counted. If a member appoints more than one proxy to attend the meeting, each proxy must be appointed to exercise the rights attached to a different share or shares held by the member.
- 2 Members may lodge their vote or appoint proxies electronically via www.signalshares.com. For an electronic proxy appointment to be valid, the appointment must be received by the Company's Registrar, Link Asset Services, no later than 10.00am on 1st October 2019. If you need help with voting online, or require a paper proxy form, please contact our Registrar, Link Asset Services, on 0871 664 0391 if calling from the UK, or +44 (0) 371 664 0391 if calling from outside of the UK, or email Link at enquiries@linkgroup.co.uk. Calls cost 12p per minute plus your phone company's access charge. If you are outside the UK, please call +44 371 664 0391. Calls outside the UK will be charged at the applicable international rate. Lines are open Monday to Friday between 9.00am – 5.30pm, excluding public holidays in England and Wales. To be valid, the Form of Proxy and any power of attorney or other authority under which it is signed (or a notarially certified copy of such authority) must be received by post or (during normal business hours only) by hand at the Company's Registrars, Link Asset Services, 34 Beckenham Road, Beckenham, BR3 4TU not less than 48 hours (excluding any part of a day that is a Saturday, Sunday or Bank Holiday) before the time of the holding of the meeting or any adjournment thereof. Completion and return of the Form of Proxy will not preclude members from attending and voting at the meeting should they wish to do so. Amended instructions must also be received by the Company's Registrars by the deadline for receipt of Forms of Proxy.
- 3 Only those members registered on the register of members of the Company at close of business on 1st October 2019 (or, if the meeting is adjourned, 48 hours before the time of the adjourned meeting) shall be entitled to attend and vote at the meeting in respect of the number of shares registered in their name at that time. Changes to the register of members after the relevant deadline shall be disregarded in determining the rights of any person to attend and vote at the meeting.
- 4 CREST members who wish to appoint a proxy or proxies through the CREST electronic proxy appointment service may do so for the meeting and any adjournment(s) thereof by using the procedures described in the CREST Manual. CREST personal members or other CREST sponsored members, and those CREST members who have appointed a voting service provider(s), should refer to their CREST sponsor or voting service provider(s), who will be able to take the appropriate action on their behalf.
- 5 In order for a proxy appointment or instruction made using the CREST service to be valid, the appropriate CREST message (a **CREST Proxy Instruction**) must be properly authenticated in

accordance with Euroclear UK & Ireland Limited's specifications and must contain the information required for such instruction, as described in the CREST Manual (available via www.euroclear.com/CREST). The message, regardless of whether it constitutes the appointment of a proxy, or is an amendment to the instruction given to a previously appointed proxy must, in order to be valid, be transmitted so as to be received by the issuer's agent (ID RA10) by the latest time(s) for receipt of proxy appointments specified in Notes 2 and 3 above. For this purpose, the time of receipt will be taken to be the time (as determined by the time stamp applied to the message by the CREST Application Host) from which the issuer's agent is able to retrieve the message by enquiry to CREST in the manner prescribed by CREST. After this time, any change of instructions to proxies appointed through CREST should be communicated to the appointee through other means.

- 6 CREST members and, where applicable, their CREST sponsors or voting service providers should note that Euroclear UK & Ireland Limited does not make available special procedures in CREST for any particular messages. Normal system timings and limitations will therefore apply in relation to the input of CREST Proxy Instructions. It is the responsibility of the CREST member concerned to take (or, if the CREST member is a CREST personal member or sponsored member or has appointed a voting service provider(s), to procure that his CREST sponsor or voting service provider(s) take(s)) such action as shall be necessary to ensure that a message is transmitted by means of the CREST system by any particular time. In this connection, CREST members and, where applicable, their CREST sponsors or voting service providers are referred, in particular, to those sections of the CREST Manual concerning practical limitations of the CREST system and timings (www.euroclear.com/CREST).
- 7 The Company may treat as invalid a CREST Proxy Instruction in the circumstances set out in Regulation 35(5)(a) of the Uncertificated Securities Regulations 2001 (as amended).
- 8 Any electronic address provided either in this Notice or in any related documents may not be used to communicate with the Company for any purposes other than those expressly stated.

Travel Directions

Arrival by train

Bank underground station, served by the Central, Northern, District, Circle, DLR and Waterloo & City lines, is a five minute walk from the venue.

St. Paul's underground station, served by the Central line, is a five minute walk from the venue.

Cannon Street, Liverpool Street and Moorgate stations, served by National Rail services, are a 7 to 10 minute walk from the venue.

Arrival by bus

Bus numbers 8 and 25 stop on Cheapside which is located a two minute walk from the venue.

Unfortunately, we cannot offer car parking spaces.

Shareholder enquiries

If you have any questions, please call the Company's Registrars, Link Asset Services, on 0871 664 0300. Calls cost 12p per minute plus your phone company's access charge . If you are outside the UK, please call +44 371 664 0300. Calls outside the UK will be charged at the applicable international rate. Lines are open Monday to Friday between 9.00 am – 5.30pm, excluding public holidays in England and Wales. Alternatively, you may send an email to enquiries@linkgroup.co.uk