

28 March 2024

Dear Shareholder,

Notice of General Meeting

Please accept this letter as notification that Live Company Group plc's (the Company) Notice of a General Meeting has now been published on the Company's website at www.livecompanygroup.com in the Investor Relations section.

The General Meeting of the Company will be held at midday on Tuesday 16 April 2024 at the Eccleston Square Hotel, 37 Eccleston Square, Pimlico, London SW1V 1PB.

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 General Meeting and should be read before you attend or complete your vote. The Directors consider that the proposed resolutions contained in the Notice of the General Meeting 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.

Proxy voting

You will not receive a hard copy form of proxy for the General Meeting in the post. Instead, you will be able to vote electronically via the Link Investor Centre (a free app provided by Link Group). Any vote by proxy should be received by Link Group no later than midday on Friday 12 April 2024.

Link Investor Centre is a free app for smartphone and tablet provided by Link Group (the company's registrar) It allows you to securely manage and monitor your shareholdings in real time, take part in online voting, keep your details up to date, access a range of information including payment history and much more. The app is available to download on both the Apple App Store and Google Play, or by scanning the relevant QR code below. Alternatively, you may access the Link Investor Centre via a web browser at: <https://investorcentre.linkgroup.co.uk/Login/Login>



If you need help with voting online, please contact our Registrar, Link Group, on Tel: 0371 664 0300. 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. Lines 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.

LIVE COMPANY GROUP PLC

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Registered in England Company No. 00630968

Alternatively, if you are a member of CREST, you may register the appointment of a proxy by using the CREST electronic proxy appointment service. Further details of this are contained in point f of the 'Note' on the last page of the Notice of the General Meeting.

May I take this opportunity to thank you for your continued support as a shareholder of Live Company Group plc.

Kind regards



Live Company Group Plc
David Ciclitira
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 section 146 of the Companies Act 2006 ("nominated persons"). **Such nominated persons are advised that, in order to vote at the forthcoming 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.