231THIS DOCUMENT AND THE ACCOMPANYING FORM OF PROXY ARE IMPORTANT AND REQUIRE YOUR IMMEDIATE ATTENTION.

If you are in any doubt about the contents of this document or as to the action you should take, you are recommended to seek your own personal financial advice immediately from your stockbroker, bank manager, solicitor, accountant or other independent financial adviser authorised under the Financial Services and Markets Act 2000 (as amended) if you are resident in the United Kingdom or, if not, from another appropriately authorised independent financial adviser.

If you have sold or otherwise transferred all of your Ordinary Shares, please immediately forward this document to the purchaser or transferee, or to the stockbroker, bank or other agent through whom the sale or transfer was effected, for delivery to the purchaser or transferee. If you have sold only part of your holding of Ordinary Shares, please contact your stockbroker, bank or other agent through whom the sale or transfer was effected immediately. If you have recently purchased or otherwise acquired Ordinary Shares, notwithstanding receipt of this document and any accompanying documents from the transferor, you should contact MUFG Corporate Markets, on the telephone number set out on page 2 to obtain a personalised Form of Proxy.

This document does not constitute an offer to buy, acquire or subscribe for, or the solicitation of an offer to buy, acquire or subscribe for Ordinary Shares or an invitation to buy, acquire or subscribe for Ordinary Shares. This document does not constitute a prospectus for the purposes of the Prospectus Regulation Rules of the Financial Conduct Authority or an admission document for the purpose of the AIM Rules for Companies.

TRIBAL GROUP PLC

(incorporated in England and Wales with registered number 04128850)

PROPOSED MEMBERS' VOLUNTARY LIQUIDATION OF THE COMPANY

PROPOSED CANCELLATION OF ADMISSION TO TRADING ON AIM

PROPOSED AMENDMENT TO ARTICLES OF ASSOCIATION

AND

NOTICE OF GENERAL MEETING

You should read the whole of this document and the accompanying Form of Proxy. Your attention is drawn to the letter from the Chairman of the Company which is set out in Part III of this document and which recommends that you vote in favour of the Resolutions to be proposed at the General Meeting.

Notice of the General Meeting of the Company to be held at 9.30 a.m. on 7 December 2026 at the offices of Investec Bank plc at 30 Gresham Street, London EC2V 7QP is set out at the end of this document. Action to be taken by Shareholders in respect of the General Meeting is set out in paragraph 9 of Part III of this document.

SHAREHOLDERS WISHING TO VOTE ON THE RESOLUTIONS ARE STRONGLY URGED TO DO SO THROUGH COMPLETION OF AN ELECTRONIC PROXY APPOINTMENT which must be completed and submitted in accordance with the instructions provided in connection therewith. Alternatively, you may complete, sign and return your Form of Proxy in accordance with the instructions printed thereon or transmit a proxy instruction.

You will find enclosed with this document a Form of Proxy for use in connection with the General Meeting. Whether or not you intend to attend the General Meeting in person, please complete and sign the enclosed Form of Proxy and return it in accordance with the instructions printed thereon as soon as possible, but in any event so as to be received by MUFG Corporate Markets at PXS 1, Central Square, 29 Wellington Street, Leeds, LS1

4DL at least 48 hours (excluding any part of a day that is not a working day) before the General Meeting. A reply-paid envelope is enclosed for your convenience when returning your Form of Proxy.

Alternatively, Shareholders can cast their vote online via the following website: www.signalshares.com, by logging in or registering if they have not previously done so. To register, shareholders will need their Investor Code (IVC), which is printed on their share certificate or is available from MUFG Corporate Markets. Full details of the procedure to be followed to appoint a proxy electronically are given on the website. Electronic proxy appointments must be received by not later than 9.30 a.m. on 3 December 2026.

If you hold your Ordinary Shares in uncertificated form (that is, in CREST) you may appoint a proxy or proxies through the CREST electronic proxy appointment service in accordance with the procedures set out in the CREST Manual (please also refer to the accompanying notes to the Notice of General Meeting set out in Part IV of this document). Proxies submitted via CREST must be received by the Company's agent, MUFG Corporate Markets (under CREST participant ID RA10), by not later than 9.30 a.m. on 3 December 2026.

The completion and return of the Form of Proxy or the appointment of a proxy or proxies electronically or using CREST will not prevent you from attending and voting in person at the General Meeting, or any adjournment thereof, should you wish to do so.

If you have any questions relating to this document or the completion and return of your Form of Proxy, please contact our Registrar, MUFG Corporate Markets, via email at shareholderenquiries@cm.mpms.mufg.com or on 0371 664 0321 or, if calling from overseas, on +44 (0) 371 664 0321. 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 9.00 a.m. and 5.30 p.m., Monday to Friday, excluding public holidays in England and Wales. To be valid, the Form of Proxy must be completed and returned as soon as possible so as to be received by the Company's Registrar, MUFG Corporate Markets, at PXS 1, Central Square, 29 Wellington Street, Leeds, LS1 4DL, by not later than 9.30 a.m. on 3 December 2026.

Investec Bank plc, which is authorised in the United Kingdom by the Prudential Regulation Authority and regulated in the United Kingdom by the Prudential Regulation Authority and the Financial Conduct Authority, is acting exclusively for Tribal as nominated adviser and broker and is not acting for anyone else in connection with the subject matter of this document and neither Investec Bank plc nor any of its affiliates, branches or subsidiaries will be responsible to anyone other than Tribal for providing the protections afforded to clients of Investec Bank plc, nor for providing advice in relation to any matter referred to in this document. Neither Investec Bank plc nor any of its subsidiaries, branches or affiliates or any of its and their respective directors, officers, employees, representatives or agents owes or accepts any duty or liability or shall be held responsible in any way whatsoever for any direct, indirect or consequential losses (whether in contract, in tort, under statute or otherwise) arising in connection with, or from the use of, this document or the contents of this document or in reliance on the information contained herein, except to the extent this would be prohibited by law or regulation. Investec Bank plc's responsibilities as Tribal's nominated adviser under the AIM Rules for Nominated Advisers are owed solely to the London Stock Exchange and are not owed to Tribal or to any director or to any other person in respect of the subject matters of this document.

Singer Capital Markets Advisory LLP ("**Singer Capital Markets**"), which is authorised and regulated by the Financial Conduct Authority in the United Kingdom, is acting as Corporate Broker exclusively for Tribal and no-one else in connection with the subject matter of this document and will not be responsible to anyone other than Tribal for providing the protections afforded to clients of Singer Capital Markets nor for providing advice in connection with the subject matter of this document. Neither Singer Capital Markets nor any of its affiliates (nor any of their respective directors, partners, officers, employees or agents) owes or accepts any duty, liability or responsibility whatsoever (whether direct or indirect, whether in contract, in tort, under statute or otherwise) to any person who is not a client of Singer Capital Markets in connection with this document, any statement contained herein, the Sale or otherwise. No representation or warranty, express or implied, is made by Singer Capital Markets as to the contents of this document.

NOTICE IN RELATION TO OVERSEAS PERSONS

The distribution of this document in or into jurisdictions other than the UK may be restricted by law and therefore any person into whose possession this document comes should inform themselves about and observe any of those restrictions. Any failure to comply with any of those restrictions might constitute a violation of the relevant laws or regulations of such jurisdiction.

FORWARD-LOOKING STATEMENTS

This document includes "forward-looking statements" which include all statements other than statements of historical fact, including, without limitation, those regarding the Company's financial position, business strategy, plans and objectives of management for future operations, or any statements preceded by, followed by or that include the words "targets", "believes", "expects", "aims", "intends", "will", "may", "anticipates", "would", "could" or similar expressions or negatives thereof. Such forward-looking statements involve known and unknown risks,

uncertainties and other important factors beyond the Company's control that could cause the actual results, performance or achievements of the Company to be materially different from the future results, performance or achievements expressed or implied by such forward-looking statements. Such forward-looking statements are based on numerous assumptions regarding the Company's present and future business strategies and the environment in which the Company will operate in the future. These forward-looking statements speak only as at the date of this document. Whilst the Directors consider these statements to be reasonable based upon information currently available, they may prove to be incorrect. However, the Company expressly disclaims any obligation or undertaking to disseminate any updates or revisions to any forward-looking statements contained herein to reflect any change in the Company's expectations with regard thereto or any change in events, conditions or circumstances on which any such statements are based unless required to do so by applicable law or the AIM Rules.

NO PROFIT FORECAST OR ESTIMATES

Unless otherwise stated, no statement in this document is intended as a profit forecast or estimate for any period and no statement in this document should be interpreted to mean that earnings, earnings per share or income, cash flow from operations or free cash flow for the Company, for the current or future financial years would necessarily match or exceed the historical published earnings, earnings per share or income, cash flow from operations or free cash flow from the Company.

CONTENTS

	Page
DIRECTORS, SECRETARY AND ADVISERS	5
PART I EXPECTED TIMETABLE	6
PART II DEFINITIONS	7
PART III LETTER FROM THE CHAIRMAN OF THE COMPANY	10
PART IV NOTICE OF GENERAL MEETING	18

DIRECTORS, SECRETARY AND ADVISERS

Directors	Richard Last Roger Steven McDowell Nigel Halkes
Company Secretary	Richard Last
Registered Office	St. Mary's Court 55 St. Mary's Road Sheffield England S2 4AN
Nominated Adviser and Joint Stockbroker	Investec Bank plc 30 Gresham Street London EC2V 7QP
Joint Stockbrokers	Singer Capital Markets Advisory LLP 1 Bartholomew Lane London EC2N 2AX
Legal Adviser to the Company	Winston Taylor International LLP 5 New Street Square London EC4A 3TW
Registrar	MUFG Corporate Markets PXS 1 Central Square 29 Wellington Street Leeds LS1 4DL
Website	https://www.tribalgroup.com/

PART I

EXPECTED TIMETABLE

Latest time and date for receipt of Forms of Proxy, CREST Proxy Instructions or electronic proxy appointments for the General Meeting	9.30 a.m. on 3 December 2026
Record date for entitlement to vote at the General Meeting	6.00 p.m. on 3 December 2026
Record date for participation in the first cash distribution	6.00 p.m. on 7 December 2026
Last day of dealings in the Ordinary Shares on AIM	4 December 2026
Suspension of dealings in the Ordinary Shares on AIM	7.30 a.m. on 7 December 2026
General Meeting	9.30 a.m. on 7 December 2026
Expected first cash distribution to Shareholders	6. 00 p.m. on or around 21 December 2026
Cancellation of admission to trading on AIM	7.00 a.m. on 22 December 2026

Notes:

1. References in this document are to London times unless otherwise stated and are subject to change.
2. Each of the times and dates above are indicative only and are subject to change. If any of the above times and/or dates change, the revised times and/or dates will be notified by the Company to Shareholders by announcement through a Regulatory Information Service.

PART II

DEFINITIONS

"**Act**"	the Companies Act 2006;
"**AIM Rules**"	the AIM Rules for Companies published by the London Stock Exchange (as amended or reissued from time to time);
"**AIM**"	the AIM market operated by the London Stock Exchange;
"**Articles**"	the articles of association of the Company, as amended from time to time;
"Articles Amendment Resolution"	the proposed special resolution to amend the Articles, being Resolution 1 set out in the Notice;
"**Board**" or "**Directors**"	the board of directors of the Company, whose names are set out on page 5 of this document;
"**Business Day**"	any day (excluding any Saturday or Sunday or any public holiday in England) on which banks in the City of London are generally open for business;
"**Buyer"**	Thames Bidco Limited, a private limited company incorporated and registered in England and Wales under the Act, with registered number 17406854 and having its registered office at 12 Hay Hill, London, United Kingdom, W1J 8NR, controlled by funds and accounts managed or advised by Main Capital Partners;
"**Cancellation**"	the proposed voluntary cancellation of the admission of the Ordinary Shares to trading on AIM pursuant to Rule 41 of the AIM Rules;
"**Cancellation Resolution**"	the proposed special resolution to approve the Cancellation, being Resolution 2 set out in the Notice;
"**Circular**" or "**this document**"	this document, including the Notice at the end of this document;
"**Company**" or "**Tribal**"	Tribal Group plc, a public limited company incorporated and registered in England and Wales under the Act, with registered number 04128850 and having its registered office at St. Mary's Court, 55 St. Mary's Road, Sheffield, England, S2 4AN;
"**Completion**"	completion of the Sale in accordance with the Sale and Purchase Agreement;
"**CREST**"	the computerised settlement system (as defined in the CREST Regulations) operated by Euroclear which facilitates the transfer of title to shares in uncertificated form;
"**CREST Proxy Instruction**"	as defined in note 4.2 to the Notice of General Meeting;
"**CREST Regulations**"	the Uncertificated Securities Regulations 2001 (SI 2001 No. 2001/3755), as amended;

"**Euroclear**"	Euroclear UK & International Limited, being the operator of CREST;
"**First Deed of Variation**"	the deed of variation dated 27 September 2026 entered into between the Company and the Buyer, varying the terms of the Sale and Purchase Agreement;
"**Form of Proxy**"	a form of proxy for use by the Shareholders in connection with the General Meeting;
"**General Meeting"**	the General Meeting of the Company to be held at 9.30 a.m. on 7 December 2026 at the offices of Investec Bank plc at 30 Gresham Street, London EC2V 7QP;
"**Group Companies**"	Tribal Dynamics Holdings Ltd, Tribal Holdings Ltd, Tribal Education Ltd, Empowering Education International Ltd, Semestry Ltd and Semestry Netherlands BV;
"**Liquidators**"	has the meaning given to it in paragraph 3 of Part III of this document;
"**London Stock Exchange**"	London Stock Exchange plc;
"**MVL**"	the proposed members' voluntary liquidation of the Company which the Company presently intends to enter into, subject to the passing of the MVL Resolution;
"**MVL Resolution**"	the proposed special resolution to approve the MVL and appoint the Liquidators, being Resolution 3 set out in the Notice;
"**Net Cash Proceeds**"	the cash proceeds arising from the Sale available for return to Shareholders after payment of the Option Payment and after payment of, or appropriate provision for, the Company's liabilities and costs and expenses, taking account of any separate cash reserves available to meet them;
"**Notice**"	the notice of the General Meeting, which is set out at the end of this document;
"Option Payment"	the sum of approximately £6.1 million payable to participants in the Tribal Share Plans in return for the release of their options over Ordinary Shares;
"**Transaction Circular**"	has the meaning given to it in paragraph 1 of Part III of this document;
"Tribal Share Plans"	the Tribal Group plc Long Term Incentive Plan 2018 adopted on 22 May 2018, as amended from time to time, and the Tribal Group plc Schedule 4 Company Share Option Plan adopted on 3 July 2017, as amended from time to time;
"**Ordinary Shares**"	ordinary shares of £0.05 each in the capital of the Company;
"**Proposals**"	the proposals described in paragraph 1 of Part III of this document;

"**Registrar**"	MUFG Corporate Markets, whose address is at PXS 1, Central Square, 29 Wellington Street, Leeds, LS1 4DL;
"**Regulatory Information Service**"	one of the regulatory information services authorised by the Financial Conduct Authority acting in its capacity as the UK listing authority to receive, process and disseminate regulatory information;
"**Resolutions**"	together, the Articles Amendment Resolution, the Cancellation Resolution and the MVL Resolution;
"**Sale**"	the sale by the Company of the entire issued share capital of the Group Companies (and their respective Subsidiary Undertakings) on the terms and subject to the conditions set out in the Sale and Purchase Agreement;
"**Sale and Purchase Agreement**"	the share sale and purchase agreement dated 11 September 2026 entered into between the Company and the Buyer relating to the sale of the entire issued share capital of the Group Companies, as amended by the First Deed of Variation and the Second Deed of Variation and as may be amended from time to time;
"**Second Deed of Variation**"	the deed of variation dated 2 October 2026 entered into between the Company and the Buyer, varying the terms of the Sale and Purchase Agreement;
"**Shareholder(s)**"	holder(s) of the Ordinary Shares;
"**Subsidiary Undertakings**"	subsidiary undertakings (as defined in section 1162 of the Act) and branches of the Group Companies;
"**uncertificated**" or "**in uncertificated form**"	recorded on the register of members of the Company as being held in uncertificated form in CREST and title to which, by virtue of the CREST Regulations, may be transferred by means of CREST; and
"**United Kingdom**" or "**UK**"	the United Kingdom of Great Britain and Northern Ireland.

PART III

LETTER FROM THE CHAIRMAN OF THE COMPANY

Tribal Group plc

(incorporated and registered in England and Wales with registered number 04128850)

Directors:
Richard Last
Roger Steven McDowell

Nigel Halkes

Registered Office:
St. Mary's Court
55 St. Mary's Road
Sheffield
England
S2 4AN

12 November 2026

Dear Shareholder,

Proposed members' voluntary liquidation of the Company

Proposed cancellation of admission to trading on AIM

Proposed amendment to Articles of Association

and

Notice of General Meeting

1. INTRODUCTION

On 11 September 2026, the Company announced that it had entered into a sale and purchase agreement for the sale of the Group Companies to Thames Bidco Limited, a company controlled by funds and accounts managed or advised by Main Capital Partners for a consideration of approximately £189.3 million. On 27 September 2026, the Company announced that the cash consideration payable under the Sale and Purchase Agreement had been increased to approximately £231.2 million. On 10 November 2026, the Company announced that completion of the Sale had occurred in accordance with the terms of the Sale and Purchase Agreement.

On 10 November 2026, approximately £6.1 million of this sum was paid to participants in the Tribal Share Plans in return for the release of their options over Ordinary Shares, leaving a balance of approximately £225.1 million.

Details of the Sale, along with the proposed mechanism for returning the consideration to Shareholders, were set out in the circular published by the Company on 2 October 2026 (the "**Transaction Circular**"). The Transaction Circular described the Board's plans for the proposed MVL and the Cancellation following Completion. Now that the Sale has completed, the Board is recommending that the Company:

- enters into a members' voluntary liquidation and appoints liquidators in order to facilitate a return of assets to Shareholders;

- cancels the admission of the Ordinary Shares to trading on AIM; and

- amends the Articles to enable the Board to change the Company's name by Board resolution, address the treatment of de minimis entitlements to cash distributions in the liquidation, and correct the definition of Ordinary Shares in Article 2.1 from ordinary shares of £1.00 each to ordinary shares of £0.05 each, as described in paragraphs 3 and 5 below,

(together, the "**Proposals**").

The Proposals require the approval of Shareholders and therefore a notice convening the General Meeting to approve the Proposals is set out at the end of this document. The actions that you should take to vote on the Resolutions and the recommendation of the Directors are set out in paragraphs 8, 9 and 10 of this Part III.

The purpose of this document is to: (i) give details of, and the reasons for, the Proposals and to explain why the Board considers the Proposals to be in the best interests of the Company and Shareholders as a whole; and (ii) recommend that you vote in favour of the Resolutions to be proposed at the General Meeting as the Directors intend to do in respect of their beneficial holdings amounting, in aggregate, to 7,085,737 Ordinary Shares, representing approximately 3.31% of the Company's issued share capital on 11 November 2026 (being the last Business Day before the date of this Circular).

You should read the whole of this document and not just rely on the summarised information set out in this document.

2. BACKGROUND TO THE PROPOSALS

In the Transaction Circular, it was explained that following completion of the Sale, the Company would no longer have a trading business, and it would therefore be in the best interests of the Company and the Shareholders to seek the approval of Shareholders to:

- place the Company into members' voluntary liquidation and appoint liquidators with a view to returning the Company's surplus cash (after payment of all liabilities) to Shareholders by way of cash distributions as part of the liquidation process; and

- cancel the admission of the Ordinary Shares to trading on AIM.

The Company also proposes to amend the Articles to enable the Board to change the Company's name by Board resolution, address the treatment of de minimis entitlements to cash distributions in the liquidation, and correct the definition of Ordinary Shares in Article 2.1 from ordinary shares of £1.00 each to ordinary shares of £0.05 each. If the Articles Amendment Resolution is passed, the Board intends to change the Company's name.

The Board is now proposing the Resolutions at the General Meeting in order to approve the Proposals. The Board, having considered the various options available to it, believes that the Proposals represent the most efficient and cost-effective method for returning value to Shareholders, and enabling the net cash proceeds held by the Company to be distributed to Shareholders by the Liquidators as soon as practicable. The Directors believe that the Proposals are, therefore, in the best interests of the Company and Shareholders as a whole.

3. MEMBERS' VOLUNTARY LIQUIDATION

The Board is recommending that the Company be placed into members' voluntary liquidation. Placing the Company into a members' voluntary liquidation requires the approval of Shareholders at the General Meeting.

Subject to the MVL Resolution being passed, it is proposed that Steven Sherry and Emma Cray of PricewaterhouseCoopers LLP (the "**Liquidators**") will be appointed as liquidators to the Company. The winding up of the Company will be a voluntary winding up pursuant to section 84(1)(b) of the Insolvency Act 1986 and it is intended that all creditors will be paid in full. The winding up will commence and the appointment of the Liquidators will become effective, immediately upon the

passing of the MVL Resolution at the General Meeting, at which point the powers of the Directors will cease, save to the extent authorised by the Liquidators including for the proposed name change described in paragraph 5 below.

The Liquidators will, following appointment, assume responsibility for the winding up of the Company, and shall, among other things: (i) pay any fees, costs and expenses of the Company; (ii) discharge the liabilities of the Company; and (iii) distribute the Company's surplus cash to Shareholders.

Following payment of, or appropriate provision for, the Company's liabilities and the costs and expenses of the liquidation, the Liquidators are expected to distribute the Company's surplus cash to Shareholders. The tax consequences of any distribution will depend on each Shareholder's individual circumstances. Shareholders should consult their own professional tax advisers regarding the consequences of the Proposals and any distributions received.

A first cash distribution, representing the vast majority of the cash available for return to Shareholders, is expected to be made on or around 10 Business Days after the date of the General Meeting if the MVL Resolution is passed. This expected timing for the first distribution is sooner than the indication given in the Transaction Circular, which stated that a first distribution was not expected before Q1 2027. The revised timing reflects current liquidation and payment planning but remains subject to change.

Cheques in respect of the distribution due to Shareholders holding Ordinary Shares in certificated form will be despatched by post, and cash entitlements of Shareholders holding Ordinary Shares in uncertificated form will be credited through CREST. All such cash payments will be made in pounds sterling.

The Liquidators currently expect to retain approximately £1.5 million to cover the Company's remaining costs and liabilities, including Registrar costs, directors' and officers' insurance, the Liquidators' fees, tax compliance costs and other ad hoc costs. The total amount retained will provide for the Company's current, future, actual and contingent liabilities and the costs and expenses (inclusive of VAT, if applicable) of the MVL, including the costs of maintaining the Company's AIM admission, fees of the nominated adviser and broker until Cancellation, professional advisory fees and distribution costs. The amount retained will be determined by the Liquidators in light of the Company's circumstances and may change. The amount ultimately available for return to Shareholders will depend on the liabilities, costs and expenses incurred.

Once the Company's liabilities and the costs and expenses of the MVL have been settled, the Liquidators will distribute any remaining surplus liquidation funds, including any surplus retained funds and bank interest received both before and during the liquidation, to Shareholders by way of a second, final cash distribution before the MVL is concluded. The Company's CREST facility will be disabled following the first distribution and therefore the final distribution will be paid by cheque only. The amount and timing of the final distribution will depend on the outcome of the liquidation and will be confirmed by the Liquidators. Any distribution will be subject to the de minimis arrangements below.

Distributions of the Company's surplus assets will be made in accordance with the Articles, subject to the rights attached to the Ordinary Shares and applicable law. These arrangements will take account of any transfer of Ordinary Shares made to, or with the sanction of, the Liquidators after the commencement of the winding up.

Liquidators' remuneration

The Liquidators will charge for their work on a time cost basis, as described in the MVL Resolution. Their fees are currently expected to be approximately £50,000, plus VAT and disbursements. The actual fee will depend on the time spent and work required to complete the MVL. Details of the Liquidators' charge-out rates and remuneration policy will be available at the General Meeting and may also be obtained from the Company in advance of the General Meeting.

Amendment of Articles

Subject to the Articles Amendment Resolution being passed, new Article 172.4 will permit the Liquidators to donate to a charity, instead of paying members, (a) any entitlement below £5 per individual registered shareholding identified by a separate investor code (IVC) on any cash distribution, including the first distribution and any interim or final distribution, and (b) the whole remaining net surplus where, after settlement or final resolution of all liabilities and payment of or provision for all costs, the aggregate net value of all remaining assets available for members is £10,000 or less. The £5 test is applied separately to each individual registered shareholding identified by a separate investor code (IVC) on each distribution, before deducting payment costs. Separate registered shareholdings are not aggregated, even where held by the same member in the same capacity. Where Ordinary Shares are held through a nominee, the £5 threshold applies to each individual registered holding (IVC) of the nominee, not separately to each underlying investor's entitlement. The £10,000 rule can result in a member receiving nothing even where their individual final entitlement would otherwise be £5 or more.

Benefits of the MVL and consequences of the MVL not being approved by Shareholders

It is the Board's belief that the MVL represents the most efficient and cost-effective method to return the Net Cash Proceeds to Shareholders.

If the MVL Resolution is not passed, the Company would need to consider an alternative solution to return the Net Cash Proceeds to Shareholders, which could delay distributions and involve additional costs and expenses, reducing the value available to Shareholders.

4. CANCELLATION OF ADMISSION TO TRADING ON AIM

Following Completion of the Sale on 10 November 2026, the Company has sold its primary trading activities and has no trading operations, activities and assets other than the remaining cash proceeds arising from the Sale.

The Directors have considered the benefits and disadvantages to the Company and Shareholders in retaining its admission to trading on AIM. As the Company now has no material trading operations, the Board believes that it is in the best interests of Shareholders for the Company to seek a cancellation of the Company's admission to trading on AIM. Furthermore, given the time it takes to conclude a members' voluntary liquidation and the significant expense the Company would incur as a company whose shares remain admitted to trading on AIM through that time, it would be inefficient from a cost perspective if the Company were to remain as an AIM traded company. The cancellation of admission to trading on AIM will preserve cash in the Company and help to maximise any distribution made through the MVL.

Accordingly, it is the Company's intention to seek Shareholder approval for the Cancellation at the General Meeting. It is currently expected that Cancellation will take effect at 7.00 a.m. on 22 December 2026, on the indicative basis described below.

Dealings in the Ordinary Shares are expected to be suspended at 7.30 a.m. on the day of the General Meeting, following the last day of dealings on 4 December 2026. The Company intends to remain admitted to AIM during suspension for a short period after the General Meeting to allow the first distribution to be made before the Cancellation.

Until the Cancellation takes effect, the Ordinary Shares should remain as qualifying investments for individual savings accounts (ISAs). Shareholders holding through an ISA should consult their ISA manager about the treatment of their shares and any liquidation distributions, including any distribution made after Cancellation. The timing of distributions and any particular Shareholder's tax treatment are not guaranteed.

If the Cancellation becomes effective, Investec Bank plc will cease to be the Company's nominated adviser pursuant to the AIM Rules and the Company will no longer be required to comply with the AIM Rules.

The principal effects of the Cancellation will include the following:

- there will be no formal market mechanism enabling Shareholders to trade Ordinary Shares, and given that the Company intends to proceed to the MVL, no other recognised market or trading facility is intended to be put in place to facilitate trading in the Ordinary Shares;

- accordingly it may be more difficult for Shareholders to determine the market value of their investment in the Company at any given time;

- the regulatory and financial reporting regime applicable to companies whose shares are admitted to trading on AIM will no longer apply;

- Shareholders will no longer be afforded the protections given by the AIM Rules, such as the requirement to be notified of price sensitive information or certain events and the requirement that the Company seek Shareholder approval for certain corporate actions;

- the required levels of disclosure and corporate governance within the Company will be significantly less than those applicable to a company whose shares are admitted to trading on AIM;

- the Company will no longer be required to have an independent nominated adviser and broker;

- the Company's CREST facility will be disabled following the first distribution, after which Ordinary Shares held in CREST will cease to be transferable through CREST and all subsequent distributions will be paid by cheque only. Transfers of Ordinary Shares will remain subject to the Articles and applicable law. In particular, after the commencement of the members' voluntary liquidation, any transfer of Ordinary Shares will be void unless made to, or with the sanction of, the Liquidators; and

- the Cancellation may also have personal taxation consequences for Shareholders, who should consult their own professional independent tax adviser if in any doubt as to their tax position.

Shareholders should be aware that if the Cancellation takes effect, they will cease to hold shares admitted to trading on AIM and will instead hold shares without an AIM trading facility. Trading is expected to have been suspended before Cancellation, as described above, and there will be no matched bargain or other trading facility.

The above considerations are not exhaustive, and all Shareholders should seek their own independent advice when assessing the likely impact of the Cancellation and of any possible tax effects on them.

Implications of a failure to approve the Cancellation

The Directors strongly believe that for the reasons referred to above the Company should seek a solvent winding-up and the Cancellation. The winding up is not conditional on the Cancellation being approved or taking effect. As the Sale completed on 10 November 2026, the Company is now an AIM Rule 15 cash shell.

If the Cancellation is not approved and does not occur, the Company will continue to be treated as such. Since the Company does not intend to make an acquisition or acquisitions constituting a reverse takeover under the AIM Rules within six months of becoming an AIM Rule 15 cash shell, the Ordinary Shares will be subject to suspension, independently of the earlier suspension proposed in

connection with the MVL. If the Cancellation Resolution is not passed, Investec and the Liquidators will confirm the resulting timetable and ongoing AIM arrangements.

5. AMENDMENT OF THE ARTICLES

The Articles Amendment Resolution will insert new Article 172.4 to permit donations to a charity of entitlements below £5 per individual registered shareholding identified by a separate investor code (IVC) on each cash distribution on liquidation, without aggregating separate holdings, and the whole remaining net surplus where its aggregate net value is £10,000 or less, as explained in paragraph 3 above. The Articles Amendment Resolution will also give the Company the power to change its name by Board resolution and will correct the definition of Ordinary Shares in Article 2.1 to refer to a nominal value of £0.05 rather than the incorrectly stated £1.00 nominal value, without changing the Company's share capital.

Subject to the Articles Amendment Resolution and the MVL Resolution being passed, the Directors intend, after the General Meeting and following receipt of the Liquidators' sanction, to pass a written Board resolution to change the Company's name. The Board decision will be recorded separately from the General Meeting minutes. The change of name will take effect on issue of the new certificate of incorporation by the Registrar of Companies.

6. BOARD CHANGES

It was announced on 10 November 2026 that Mark Pickett and Diane McIntyre had resigned from their offices as Directors of the Company as part of the Sale. The remaining Directors are Richard Last, Roger Steven McDowell and Nigel Halkes. Richard Last has also been appointed as the Company Secretary.

7. SUMMARY OF THE RESOLUTIONS TO BE PROPOSED AT THE GENERAL MEETING

Resolution 1 (Articles Amendment Resolution)

Resolution 1 (the Articles Amendment Resolution) is being proposed as a special resolution. It will insert new Articles 3.4 and 172.4 and correct the Ordinary Shares definition in Article 2.1 to refer to ordinary shares of £0.05 each, as set out in full in the Notice. Article 3.4 permits the Company to change its name by Board resolution. Article 172.4 permits entitlements below £5 per individual registered shareholding identified by a separate investor code (IVC) on every cash distribution on liquidation, without aggregating separate holdings, and the whole remaining net surplus on liquidation where the aggregate net value of the net surplus is £10,000 or less, to be distributed to a charity.

Resolution 2 (Cancellation Resolution)

For the reasons set out in this document, the Board is recommending that Shareholders approve the Cancellation pursuant to Rule 41 of the AIM Rules. Resolution 2 (the Cancellation Resolution) is being proposed as a special resolution and is conditional upon the passing of the MVL Resolution.

Resolution 3 (MVL Resolution)

For the reasons set out in this document, the Board is recommending that the Company be placed into MVL. Resolution 3 (the MVL Resolution) is being proposed as a special resolution.

The MVL Resolution approves the following:

- the placing of the Company into members' voluntary liquidation;
- the appointment of the Liquidators;

- confirmation that any power conferred on the Liquidators by law, the Articles or the MVL Resolution may be exercised by them jointly or by each of them alone;

- the basis of the Liquidators' remuneration for work prior to and during the winding up, including work outside their statutory duties undertaken at the request of the members or a majority of them, authority to draw that remuneration monthly or at longer intervals, and payment of expenses properly incurred;

- arrangements for retention and disposal of the Company's books and records; and

- authority for the Liquidators to exercise the powers in Part I of Schedule 4 of the Insolvency Act 1986 as necessary or desirable to carry out the winding up.

8. GENERAL MEETING

Each Proposal requires approval of the relevant Resolution at the General Meeting, which has been convened for 9.30 a.m. on 7 December 2026. The Cancellation Resolution is conditional on the passing of the MVL Resolution, but the MVL Resolution is not conditional on either of the other Resolutions.

Each Resolution put to the General Meeting will be decided separately on a poll. Each Resolution will be proposed as a special resolution and each requires not less than 75 per cent. of the votes cast on that Resolution to be cast in favour.

Votes may be cast in person or by proxy. On a poll, each Ordinary Share carries one vote. Votes withheld will not be counted in calculating the votes for or against a Resolution.

The Notice of a General Meeting to be held at 9.30 a.m. on 7 December 2026 at the offices of Investec Bank plc at 30 Gresham Street, London EC2V 7QP is set out at the end of this document, at which the Resolutions (set out in full in the Notice of General Meeting) will be proposed.

SHAREHOLDERS WISHING TO VOTE ON THE RESOLUTIONS ARE STRONGLY URGED TO DO SO THROUGH COMPLETION OF AN ELECTRONIC PROXY APPOINTMENT. Alternatively, you may complete, sign and return your hard copy Form of Proxy in accordance with the instructions set out in paragraph 9 below.

9. ACTION TO BE TAKEN IN RESPECT OF THE GENERAL MEETING

Please complete and sign the Form of Proxy in accordance with the instructions printed on it and return it either: (i) by post; (ii) during normal business hours only, by hand to Tribal's Registrar, MUFG Corporate Markets, at PXS 1, Central Square, 29 Wellington Street, Leeds, LS1 4DL; or (iii) by emailing a scanned copy to MUFG Corporate Markets via TOUK-ProxyQueries@cm.mpms.mufg.com so as to be received as soon as possible and, in any event, not later than 9.30 a.m. on 3 December 2026 or, in the case of adjournment, not later than 48 hours before the time and date set for the adjourned meeting (excluding any part of a day that is not a working day). If the Form of Proxy is not received by the time mentioned above, it will be invalid.

Shareholders are entitled to appoint a proxy in respect of some or all of their Ordinary Shares and may also appoint more than one proxy, provided that each proxy is appointed to exercise the rights attached to a different share or shares held by such holder. Shareholders who wish to appoint more than one proxy in respect of their holding of Ordinary Shares should contact MUFG Corporate Markets for further Forms of Proxy.

Alternatively, you may appoint a proxy electronically via www.signalshares.com or through CREST. You will need your Investor Code (IVC), which can be found on your share certificate, or is available from MUFG Corporate Markets. Electronic proxy appointments must be received by the Registrar, MUFG Corporate Markets, no later than 9.30 a.m. on 3 December 2026 (or, in the case of an

adjournment, not later than 48 hours (excluding non-Business Days) before the time fixed for the holding of the adjourned meeting).

If you hold your Ordinary Shares in CREST, you may appoint a proxy or proxies through the CREST electronic proxy appointment service in accordance with the procedures set out in the CREST Manual. CREST Proxy Instructions must be received by the Company's agent, MUFG Corporate Markets (under CREST participant ID RA10), by the same time and date referred to above.

If you require assistance, please contact the Registrar, MUFG Corporate Markets, using the contact details set out on page 2 of this document.

Completion and return of a Form of Proxy (or the electronic appointment of a proxy) will not preclude you from attending and voting at the General Meeting in person, should you wish to do so and be entitled.

The Board encourages all Shareholders to exercise their right to vote. Each Resolution requires not less than 75 per cent. of the votes cast on that Resolution to be cast in favour. The result will depend on the votes actually cast; Shareholders who do not vote will not have their votes counted in determining the result.

10. RECOMMENDATION

The Directors consider that the Proposals are in the best interests of the Company and its Shareholders as a whole. Accordingly, the Directors unanimously recommend that Shareholders vote in favour of the Resolutions to be proposed at the General Meeting.

The Directors intend to vote in favour, or, to the extent they are able to do so, procure the vote in favour, of the Resolutions at the General Meeting in respect of their aggregate beneficial shareholdings of 7,085,737 Ordinary Shares representing approximately 3.31 per cent. of the Ordinary Shares in issue at the date of this document.

11. DOCUMENTS AVAILABLE FOR INSPECTION

Copies of the following documents will be published on Tribal's website at https://legal.tribalgroup.com/transaction-documents:

- this Circular; and
- the current Articles and the Articles showing the amendments proposed by the Articles Amendment Resolution.

Yours faithfully



Richard Last
Chairman

PART IV

NOTICE OF GENERAL MEETING
Tribal Group plc

(incorporated and registered in England and Wales with registered number 04128850)

Notice is hereby given that a general meeting ("**General Meeting**") of Tribal Group plc (the "**Company**") is to be held at 9.30 a.m. on 7 December 2026 at the offices of Investec Bank plc at 30 Gresham Street, London EC2V 7QP.

The business of the General Meeting will be to consider and, if thought fit, pass the following resolutions. Words and expressions defined in the Circular shall, unless the context otherwise requires, have the same meaning in this Notice of General Meeting.

Resolutions 1, 2 and 3 are intended to be proposed as special resolutions.

SPECIAL RESOLUTIONS

1. **THAT** the articles of association of the Company be amended by

(A) inserting the following new Article 3.4 immediately after Article 3.3:

"3.4 Subject to the Act, the Company may change its name by resolution of the Board.";

(B) inserting the following new Article 172.4 immediately after Article 172.3:

"172.4 Notwithstanding Article 172.2 and subject to applicable law, the liquidator may pay to a charity, instead of distributing to members: (a) on any cash distribution, whether interim or final, after payment of, or appropriate provision for, creditors and the costs and expenses of the winding up, any entitlement of less than £5 otherwise payable on that distribution in respect of an individual registered shareholding identified by a separate investor code (IVC) in the Company's register of members; and (b) once all actual, future and contingent liabilities have been settled or otherwise finally resolved and all costs and expenses of the winding up have been paid or provided for, the whole of the remaining surplus if the aggregate net value of all the Company's remaining assets available for distribution to members is £10,000 or less. The liquidator may realise any remaining non-cash assets for the purpose of paragraph (b) and pay the net proceeds to charity. The £5 threshold in paragraph (a) shall be applied separately to each such registered shareholding on each distribution, before deduction of any costs of making a payment to the member. Separate registered shareholdings shall not be aggregated for this purpose, even where held by the same member in the same capacity. Paragraph (b) applies regardless of whether any member's individual entitlement would be £5 or more. A payment to charity under this Article shall discharge the Company's liability to the members in respect of the amount so paid."; and

(C) replacing the definition of "Ordinary Shares" in Article 2.1 with:

'"Ordinary Shares" ordinary shares of £0.05 each in the capital of the Company;'

2. **THAT** subject to the passing of Resolution 3, in accordance with Rule 41 of the AIM Rules for Companies, the cancellation of the admission to trading on AIM (the market of that name operated by London Stock Exchange plc) of the ordinary shares of £0.05 each in the capital of the Company be and is hereby approved.

3. **THAT**:

(A) the Company be and is hereby wound up voluntarily under the provisions of the Insolvency Act 1986 and that Steven Sherry and Emma Cray, both licensed insolvency

practitioners of PricewaterhouseCoopers LLP of 7 More London Riverside, London SE1 2RT, be and they are hereby appointed joint liquidators (the "Liquidators") for the purposes of such winding-up and distributing the assets of the Company and any power conferred on them by law, the Articles of Association or by this resolution may be exercised by them jointly or by each of them alone;

(B) the remuneration of the Liquidators be determined by reference to the time properly given by them and their staff in attending to matters prior to and during the winding-up (including, without limitation, any matters outside the statutory duties of the Liquidators and undertaken at the request of the members or a majority of them) and they be and are hereby authorised to draw such remuneration monthly or at such longer intervals as they may determine and to pay any expenses properly incurred by them;

(C) the Company's books and records be held by the Company Secretary to the order of the Liquidators until the expiry of 12 months after the date of dissolution of the Company, when they may be disposed of, save for financial and trading records which will be kept for a minimum of six years following the vacation of the Liquidators from office; and

(D) the Liquidators be and are hereby authorised to exercise the powers laid down in Part I of Schedule 4 of the Insolvency Act 1986 as may be necessary or desirable in their judgment, acting jointly and severally, to carry out the winding-up of the Company.

Dated 12 November 2026

BY ORDER OF THE BOARD

Richard Last
Company Secretary

Tribal Group plc
St. Mary's Court,
55 St. Mary's Road,
Sheffield,
England,
S2 4AN

NOTES TO THE NOTICE OF GENERAL MEETING

1. Entitlement to attend and vote

1.1 Pursuant to Regulation 41 of the Uncertificated Securities Regulations 2001, the Company specifies that only those members registered on the Company's register of members at:

(a) 6.00 p.m. on 3 December 2026; or

(b) if the General Meeting is adjourned, at the close of business on the date which is two business days prior to the adjourned meeting,

shall be entitled to attend and vote at the General Meeting in respect of the number of shares registered in their name at that time. Any changes to the register of members after such time shall be disregarded in determining the rights of any person to attend or vote at the General Meeting.

1.2 If you wish to attend the General Meeting in person, you should make sure that you arrive at the venue for the General Meeting in good time before the commencement of the meeting. You may be asked to prove your identity in order to gain admission.

2. Appointment of proxies

2.1 If you are a member of the Company at the time set out in note 1.1 above, you are entitled to appoint a proxy to exercise all or any of your rights to attend, speak and vote at the General Meeting. You can only appoint a proxy: (a) via www.signalshares.com; (b) by using the CREST Proxy Voting Service; or (c) by completing, signing and returning the Form of Proxy enclosed with this Notice by post, by hand or by emailing a scanned copy, as described in note 5.1 below, which is to be received no later than 48 hours (not taking into account any part of a day that is not a working day) before the time for holding the meeting or any adjournment of it. In the case of a poll taken more than 48 hours after it is demanded, a proxy appointment made after demand must be received not less than 24 hours before the time appointed for taking the poll, excluding any part of a day that is not a working day. Where a poll is not taken immediately but is taken not more than 48 hours after it is demanded, the appointment must be received no later than the time at which the poll is demanded.

2.2 A proxy does not need to be a member of the Company but must attend the General Meeting to represent you. If you wish your proxy to speak on your behalf at the General Meeting you will need to appoint your own choice of proxy (not the Chairman) and give your instructions directly to them.

2.3 You may appoint more than one proxy provided each proxy is appointed to exercise rights attached to different shares. You may not appoint more than one proxy to exercise rights attached to any one share. Please indicate the proxy holder's name and the number of shares in relation to which he or she is authorised to act as your proxy (which, in aggregate, should not exceed the number of shares held by you). Please also indicate if the proxy instruction is one of multiple instructions being given. All forms must be signed and should be returned together in the same envelope. Failure to specify the number of shares to which each proxy appointment relates or specifying more shares than the number of shares held by you at the time set out in note 1 above will result in the proxy appointments being invalid.

2.4 A vote withheld is not a vote in law, which means that the vote will not be counted in the calculation of votes for or against the resolution. If no voting indication is given, your proxy will vote or abstain from voting at his or her discretion. Your proxy will vote (or abstain from voting) as he or she thinks fit in relation to any other matter which is put before the General Meeting.

3. Appointment of proxies electronically

Shareholders are advised to cast their vote online via the following website: www.signalshares.com, by logging in or registering if they have not previously done so. To register, Shareholders will need their Investor Code (IVC), which can be found on their share certificate or is available from MUFG Corporate Markets. Full details of the procedure to be followed to appoint a proxy electronically are given on the website. Electronic proxy appointments must be received by not later than 9.30 a.m. on 3 December 2026 (or, in the case of an adjournment, not later than 48 hours (excluding non-Business Days) before the time fixed for the holding of the adjourned meeting).

4. Appointment of proxies through CREST

4.1 CREST members who wish to appoint a proxy or proxies by utilising the CREST electronic proxy appointment service may do so for the General Meeting and any adjournment(s) of it 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.

4.2 In order for a proxy appointment made by means of CREST to be valid, the appropriate CREST message (a "**CREST Proxy Instruction**") must be properly authenticated in accordance with Euroclear UK & International Limited's specifications and must contain the information required for such instructions, as described in the CREST Manual. The message, regardless of whether it constitutes the appointment of a proxy or 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 Company's agent, MUFG Corporate Markets (under CREST participant ID RA10), by not later than 48 hours (not taking into account any part of a day that is not a working day) prior to the time appointed for the General Meeting or adjourned meeting. For this purpose, the time of receipt will be taken to be the time (as determined by the timestamp applied to the message by the CREST Applications Host) from which the Company'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.

4.3 CREST members and, where applicable, their CREST sponsors or voting service providers should note that Euroclear UK & International 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.

4.4 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.

5. Appointment of proxies using hard copy form

5.1 To be valid, the hard copy Form of Proxy must be completed and returned as soon as possible so as to be received by the Company's Registrar, MUFG Corporate Markets, at PXS 1, Central Square, 29 Wellington Street, Leeds, LS1 4DL, by not later than 9.30 a.m. on 3 December 2026. It may also be scanned and emailed to TOUK-ProxyQueries@cm.mpms.mufg.com so as to be received by not later than 9.30 a.m. on 3 December 2026.

5.2 In the case of a member which is a company, the proxy form must be executed under its common seal or signed on its behalf by an officer of the company, an attorney for the company, or other person duly authorized by the corporation.

5.3 Any power of attorney or any other authority under which the proxy form is signed (or a duly certified copy of such power or authority) must be included with the proxy form.

5.4 In each case the proxy appointment must be received not less than 48 hours (not taking into account any part of a day that is not a working day) before the time for the holding of the General Meeting or adjourned meeting together (except in the case of appointments made electronically) with any authority (or notarially certified copy of such authority) under which it is signed. For a later poll, the applicable deadlines in Note 2.1 apply.

5.5 Unless otherwise indicated on the Form of Proxy, CREST, or any other electronic voting channel instruction, the proxy will vote as they think fit or, at their discretion, withhold from voting.

6. Appointment of proxy by joint members

In the case of joint holders, where more than one of the joint holders purports to appoint a proxy, only the appointment submitted by the most senior holder will be accepted. Seniority is determined by the order in which the names of the joint holders appear in the Company's register of members in respect of the joint holding (the first-named being the most senior).

7. Changing proxy instructions

7.1 To change your proxy instructions simply submit a new proxy appointment using the methods set out above. Note that the cut-off time for receipt of proxy appointments (see above) also applies in relation to amended instructions; any amended proxy appointment received after the relevant cut-off time will be disregarded.

7.2 Where you have appointed a proxy using a hard-copy proxy form and would like to change the instructions using another hard-copy proxy form, please contact our Registrar, MUFG Corporate Markets, via email at shareholderenquiries@cm.mpms.mufg.com or on 0371 664 0321 (or, if calling from overseas, on +44 (0) 371 664 0321).

7.3 If you submit more than one valid proxy appointment in respect of the same shares, the appointment received last before the latest time for the receipt of proxies will take precedence. If the Company is unable to determine which was last deposited or received, none of them shall be treated as valid.

8. Corporate representatives

A corporation which is a member can appoint one or more corporate representatives who may exercise, on its behalf, all its powers as a member provided that no more than one corporate representative exercises powers over the same share.

9. Issued shares and total voting rights

As at 11 November 2026, the Company's issued share capital comprised 214,379,896 ordinary shares of £0.05 each. Each ordinary share carries the right to one vote at a general meeting of the Company and, therefore, the total number of voting rights in the Company as at 11 November 2026 is 214,379,896.

10. Website

Copies of this Notice, the Circular of which it forms part, and other information relating to the General Meeting are available on the Company's website at https://legal.tribalgroup.com/transaction-documents.

11. Right to ask questions

Shareholders attending the General Meeting have the right to ask questions relevant to the business being dealt with at the General Meeting. The Company shall cause any such question to be answered, save that no answer need be given if to do so would interfere unduly with the preparation for the meeting or involve the disclosure of confidential information, the answer has already been given on a website in the form of an answer to a question, or it is undesirable in the interests of the Company or the good order of the meeting that the question be answered.