

ATTENDANCE CARD

TRIBAL GROUP PLC – GENERAL MEETING

A General Meeting of Tribal Group plc will be held at 9:30 a.m. on 26 October 2026.

Location of General Meeting

The General Meeting will be held at
Investec Bank plc, 30 Gresham Street, London EC2V 7QP

Attendance

If you wish to attend the General Meeting, please sign this card and bring it with you for production at the registration desk to authenticate your right to attend. You will receive a poll card at the General Meeting after registering at the registration desk. You are encouraged to complete and return the Form of Proxy that accompanies this attendance card even if you wish to attend the General Meeting. Doing so will not prevent you from attending, voting or speaking in person at such meeting, but will ensure that your vote is counted if you are unable to attend.

If you are unable to attend the General Meeting, you are entitled to appoint another person or persons as your proxy to exercise all or any of your rights to attend the meeting and to vote and speak on your behalf. You may register your proxy appointment(s) and voting instructions online or by returning the Form of Proxy that accompanies this attendance card. Please see the Notes on the reverse of this attendance card for further details.

Signature of person attending

Investor Code:

FORM OF PROXY – TRIBAL GROUP PLC – GENERAL MEETING

General Meeting of Tribal Group plc to be held at 9:30 a.m. on 26 October 2026.

Please read the Notes on the reverse of the Attendance card before completing this Form of Proxy in black ink.

I/We hereby appoint the Chair of the General Meeting; or

NB: Leave 'Name of proxy' box blank to appoint the Chair as your proxy. Leave 'Number of shares proxy appointed over' box blank to vote all of your shares.

Name of proxy

Number of shares proxy appointed over

Investor Code:

to be my/our proxy to exercise all or any of my/our rights to attend and to speak and vote on my/our behalf at the General Meeting to be held at 9:30 a.m. on 26 October 2026 and at any adjournment thereof. I/We appoint my/our proxy to attend, speak and vote in the manner indicated below (see Notes 6, 7 and 8).

Please indicate here with an 'X' if this Form of Proxy is one of multiple instructions being given (see Note 8).

Please indicate by placing an 'X' in black ink in the appropriate box below how you wish your vote to be cast on the Ordinary Resolution (see Notes 7 and 9). If you mark more than one of the boxes below, this Form of Proxy will be invalid.

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ORDINARY RESOLUTION

Please mark 'X' to indicate how you wish to vote

THAT, the Proposed Sale (as defined in the circular to the shareholders of the Company dated 2 October 2026 which accompanies this notice of Meeting (the "Circular")), be and is hereby approved for the purposes of:

- (a) Rule 15 of the AIM Rules for Companies; and
- (b) Rule 21.1 of the City Code on Takeovers and Mergers,

and, to the extent required, for all other purposes and that the directors of the Company, or any duly authorised committee thereof, be and are hereby authorised to take all necessary steps and to execute all other documents and deeds and to agree such modifications, variations, revisions, waivers, extensions or amendments to any of the terms and conditions of the Proposed Sale and the associated and ancillary agreements and documents contemplated by the Proposed Sale (provided such modifications, variations, revisions, waivers, extensions or amendments are not of a material nature) as they may in their absolute discretion consider to be necessary or desirable to conclude, implement and give effect to the Proposed Sale and/or any matter incidental to the Proposed Sale.

For	Against	Vote Withheld
☐	☐	☐

Signature:

Date:

(see Notes 10 and 13)

Please detach and post this Form of Proxy (no stamp is required if posting from the UK) to MUFG Corporate Markets (see Note 14). Alternatively, you can submit your proxy electronically using the numbers above (see Note 14) or through CREST using the CREST electronic proxy appointment service (see Note 15). To be valid, your Form of Proxy needs to have been received by MUFG Corporate Markets no later than 9:30 a.m. on 22 October 2026. This Form of Proxy may not be handed to the Chair of the General Meeting or a representative of MUFG Corporate Markets at the General Meeting.

Please sign and return this Form of Proxy whether or not you plan to attend the General Meeting.

Notes to Form of Proxy

1. All capitalised but undefined terms in the Form of Proxy and these Notes shall have the same meaning as set out in the Circular made available to shareholders on or around 2 October 2026.
2. Full details of the resolution to be proposed at the General Meeting, with explanatory notes, are set out in the Notice of General Meeting. Before completing the Form of Proxy, please also read the sections entitled "Action to be Taken in Respect of the General Meeting" in the Circular. You can access the Circular and the Notice of General Meeting at <https://legal.tribalgroup.com/transaction-documents>.
3. Only shareholders on Tribal's register of members at close of business on 22 October 2026 shall be entitled to vote at the General Meeting in respect of the number of shares registered in their name at such time. If the meeting is adjourned, the time by which a person must be entered on the register of members in order to have the right to participate and vote in the adjourned meeting is at the close of business on the date which is two business days prior to the adjourned meeting. Changes to the entries in the register of members after any of these times shall be disregarded in determining the rights of any person to participate in and vote at the meeting.
4. Only shareholders, or their duly appointed representatives, are entitled to attend, speak and vote at the General Meeting. A member so entitled may appoint one or more proxies, who need not be members, to exercise all or any of his/her rights to attend, speak and vote on his/her behalf. 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 Chair) and give your instructions directly to them.
5. Voting on all resolutions other than procedural matters will be conducted by way of a poll rather than on a show of hands. Calling a poll on each resolution allows all proxy votes cast to be counted and reported.
6. The Form of Proxy gives your proxy(ies) full rights to attend, speak and vote. If you wish to restrict the rights of your proxy(ies), please cross out either or both of the words 'speak' or 'vote' as you feel appropriate.
7. Please indicate with an 'X' in the boxes how you wish your vote to be cast. Unless otherwise instructed, the person appointed as proxy will exercise his/her discretion as to how he/she votes or whether he/she abstains from voting on the resolution and on any other business (including amendments to the resolution and any procedural business, including any resolution to adjourn), which may come before the General Meeting.
8. If you wish to appoint a proxy other than the Chair of the General Meeting, please insert their name in the space provided and delete 'the Chair of the General Meeting; or'. Please note that, if you appoint a particular Tribal Director by name as a proxy, your vote will only be cast if that Tribal Director is present at the General Meeting. To appoint more than one proxy, you should either photocopy the Form of Proxy or request additional Form(s) of Proxy and indicate next to each proxy's name the number of shares in relation to which you authorise them to act as your proxy. If you have appointed multiple proxies please also mark the box where indicated. To obtain additional Forms of Proxy, please contact MUFG Corporate Markets by post at PXS1, Central Square, 29 Wellington Street, Leeds, LS1 4DL or by telephone in accordance with Note 22.
9. The 'Withheld' option on the Form of Proxy is provided to enable you to abstain on the resolution. However, a vote withheld is not a vote in law and will not be counted in the calculation of proportion of votes 'For' and 'Against' the resolution.
10. If the Form of Proxy is signed by someone else on your behalf, their authority to sign must be returned with the Form of Proxy. In the case of a joint holding, the first named holder shown on the register of members may sign. If the shareholder is a corporation, the Form of Proxy must be executed under its common seal or signed by an officer, attorney or other person duly authorised by the corporation.
11. Any alterations to the Form of Proxy should be initialled.
12. Completion and return of the Form of Proxy will not prevent you from attending, speaking or voting in person at the General Meeting or any adjournment thereof.
13. In the case of joint holders, only the vote of the senior holder, whether in person or by proxy, will be accepted. For this purpose seniority shall be determined by the order in which the names stand in the Register of Members in respect of the joint holding.
14. The Form of Proxy may be posted or may instead be delivered by hand (during normal business hours only) to MUFG Corporate Markets at PXS1, Central Square, 29 Wellington Street, Leeds, LS1 4DL. It may also be scanned and emailed to TOUK-ProxyQueries@cm.mpms.mufg.com. To be valid, the Form of Proxy should be received by MUFG Corporate Markets no later than 9:30 a.m. on 22 October 2026. A stamp is not required if

posted in Great Britain, the Channel Islands or Northern Ireland. Alternatively, electronic proxy appointment ('EPA') is available for the General Meeting whereby you can lodge your votes electronically. If you have not registered with the MUFG Corporate Markets online shareholder portal, Signal Shares, and would prefer to use the EPA system, please visit www.signalshares.com where details of the procedure are shown. If you have not previously registered on the shareholder portal, you will require your investor code which is shown on the Form of Proxy. If you have already registered with Signal Shares, you may complete the EPA via your portfolio at www.signalshares.com. EPA will not be valid if received after 9:30 a.m. on 22 October 2026 and will not be accepted if found to contain a computer virus.

15. The CREST electronic proxy appointment service is available for the General Meeting. To use this service, CREST members should transmit a CREST proxy instruction using the procedures described in the CREST Manual, so as to reach Tribal's registrar, MUFG Corporate Markets (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, being no later than 9:30 a.m. on 22 October 2026. For this purpose, the time of receipt will be taken to be the time (as determined by the timestamp generated by the CREST system) from which MUFG Corporate Markets is able to retrieve the message. After this time, any change of instructions to a proxy appointed through CREST should be communicated to the proxy by other means. A proxy appointment sent by CREST may be treated as invalid in the circumstances set out in Regulation 35(5)(a) of the Uncertificated Securities Regulations 2001. The CREST Manual can be viewed at www.euroclear.com.
16. An electronic proxy appointment may be revoked completely by sending an authenticated CREST message or by accessing your account at www.signalshares.com and instructing the removal of your proxy vote. In the case of written proxy instructions submitted on a Proxy Form, you will need to inform Tribal by sending a signed written statement, clearly stating your intention to revoke your proxy appointment to MUFG Corporate Markets at PXS1, Central Square, 29 Wellington Street, Leeds, LS1 4DL or by lodging proxy votes electronically through CREST or at www.signalshares.com. Any revocation must be received by MUFG Corporate Markets no later than 9:30 a.m. on 22 October 2026.
17. You can change your proxy instructions by submitting a new proxy appointment using the methods set out above. Note that the cut-off time for receipt of proxy appointments also applies in relation to amended instructions; any amended proxy appointment received after the relevant cut-off time has passed will be disregarded.
18. The right to appoint a proxy does not extend to a 'Nominated Person', that is, someone to whom the Notice of General Meeting is sent because they have been nominated to enjoy information rights, under section 146 of the Companies Act 2006.
19. Where two or more Forms of Proxy are delivered for use in respect of the same shares, the one which has been delivered last (regardless of when it was signed or by what means it was delivered) shall be treated as replacing and revoking the others which have been delivered. If it cannot be determined which Form of Proxy was delivered last, none of the forms shall be treated as valid.
20. You may not use any electronic address provided either on the Form of Proxy, in these Notes, in the Notice of General Meeting or in any related documents to communicate with Tribal for any purposes other than those expressly stated.
21. The results of the voting at the General Meeting will be announced through a Regulatory Information Service as soon as practicable and will appear on Tribal's website, <https://legal.tribalgroup.com/transaction-documents>.
22. If you have any questions relating to the Form of Proxy, please telephone 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. The helpline is open between 9.00 a.m. – 5:30 p.m., Monday to Friday excluding public holidays in England and Wales. Calls may be recorded and monitored for security and training purposes. Please note that MUFG Corporate Markets cannot provide advice on the merits of the Proposed Sale nor give any financial, legal or tax advice.