

NOTICE OF ANNUAL GENERAL MEETING

NOTICE is hereby given that the Annual General Meeting (“AGM”) of The **MISSION** Group plc (the “**Company**”) will be held at 12 noon on Monday 14 June 2021 at the offices of krow Communications (“krow”), 80 Goswell Road, London, EC1V 7DB to transact the business set out below.

We are keen to welcome shareholders in person to our 2021 AGM within safety constraints and in accordance with government guidelines, particularly given the circumstances we faced in 2020 due to COVID-19 which resulted in us holding a closed meeting. At present, a limited number of people in attendance is possible under government guidelines and we are therefore proposing to go ahead with an open meeting at krow’s offices. We will restrict the number of Board members attending in person to enable a greater number of shareholders to attend, but we will ask other Board members to join the AGM by video conference to enable shareholders to engage directly with the Company in the normal way. Shareholders intending to attend the AGM are asked to register their intention as soon as possible by emailing contact@themission.co.uk.

Given the constantly evolving nature of the situation, should circumstances change such that we consider it is no longer possible for shareholders to attend the meeting, we will notify shareholders through the Company’s website (www.themission.co.uk) and, where appropriate, by a Regulatory News Service announcement. For the same reason of uncertainty, we encourage all shareholders to exercise their votes by submitting their proxy by post and are encouraged to appoint the chairman of the meeting as their proxy. In order to be valid an appointment of proxy must be completed, signed and returned in hard copy form by post, by courier or by hand to Neville Registrars Limited, Neville House, Steelpark Road, Halesowen, West Midlands B62 8HD no later than 12 noon on Thursday 10 June 2021.

Irrespective of the guidelines in place at the time of the 2021 AGM, we understand that some shareholders may not wish to travel but may still wish to ask questions of the Board. Any questions should be emailed to contact@themission.co.uk in advance and we will endeavour to add a synopsis of all questions and answers to our website shortly after the meeting.

The following resolutions will be proposed as ordinary resolutions:

Report and Accounts

1. To receive the financial statements and the reports of the Directors and the auditors for the year ended 31 December 2020.

Directors

2. To re-elect Julian Hanson-Smith as a Director.

Auditors

3. To re-appoint PKF Francis Clark as auditors of the Company.
4. To authorise the Directors to fix the remuneration of PKF Francis Clark.

Authority to allot shares

5. THAT the Directors be and are hereby generally and unconditionally authorised pursuant to Section 551 of the Companies Act 2006 (the “Act”) 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 value of £3,033,863 being one third of the issued share capital of the Company, provided that this authority shall expire at the conclusion of the next

Annual General Meeting of the Company after the passing of this resolution, save that the Company shall be entitled to make an offer or agreement before the expiry of such authority which would or might require shares to be allotted or any such rights to be granted, after such expiry and the Directors shall be entitled to allot shares or grant any such rights pursuant to any such offer or agreement as if this authority had not expired and all unexercised authorities previously granted to the Directors to allot shares or grant any such rights be and are hereby revoked provided that the resolution shall not affect the right of the Directors to allot shares or grant any such rights in pursuance of any offer or agreement entered into prior to the date of this resolution.

The following resolutions will be proposed as special resolutions:

Authority to dis-apply pre-emption rights

6. THAT (subject to the passing of the resolution numbered 5 above) the Directors be and are hereby empowered pursuant to Section 570, Section 571 and Section 573 of the Act to allot equity securities (as defined in Section 560 of the Act) for cash pursuant to the authority conferred by resolution 5 above as if Section 561 of the Act did not apply to any such allotment, provided that this power shall be limited to:

- i. the allotment of equity securities in connection with a rights issue, open offer or other offer of securities in favour of the holders of ordinary shares on the register of members at such record date(s) as the Directors may determine where the equity securities respectively attributable to the interests of the ordinary shareholders are proportionate (as nearly as may be) to the respective numbers of ordinary shares held by them on any such record date(s), subject to such exclusions or other arrangements as the Directors may deem necessary or expedient to deal with treasury shares, fractional entitlements or legal or practical problems arising under the laws of any overseas territory or the requirements of any regulatory body or stock exchange or by virtue of shares being represented by depositary receipts or any other matter whatever; and

- ii. the allotment (other than pursuant to sub-paragraph (i) above) to any person or persons of equity securities up to an aggregate nominal value of £910,158.97 being 10% of the issued share capital of the Company.

This power shall expire upon the expiry of the general authority conferred by resolution 5 above, save that the Company shall be entitled to make an offer or agreement before the expiry of such power which would or might require equity securities to be allotted after such expiry and the Directors shall be entitled to allot equity securities pursuant to any such offer or agreement as if the power conferred hereby had not expired and all unexercised authorities previously granted to the Directors to allot equity securities be and are hereby revoked provided that the resolution shall not affect the right of the Directors to allot equity securities in pursuance of any offer or agreement entered into prior to the date of this resolution.

Authority to purchase own shares

7. THAT pursuant to section 701 of the Act and subject to, and in accordance with the Company's Articles of Association, the Company be generally and unconditionally authorised to make market purchases (within the meaning of Section 693(4) of the Act) of ordinary shares of the Company provided that:

- i. the maximum number of ordinary shares hereby authorised to be acquired is 13,652,384 being 15% of the issued share capital; and
- ii. the minimum price which may be paid for an ordinary share is the nominal value of such share; and
- iii. the maximum price which may be paid for an ordinary share is an amount equal to 105% of the average of the middle market quotations for an ordinary share in the Company as derived from The London Stock Exchange Daily Official List for the 5 business days immediately preceding the day on which such ordinary share is contracted to be purchased; and

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- iv. the authority hereby conferred shall expire at the conclusion of the Annual General Meeting of the Company held in 2022 or 18 months from the date of this resolution (whichever is earlier); and
 - v. the Company may make any purchase of its ordinary shares pursuant to a contract concluded before the authority hereby conferred expires and which will or may be executed wholly or partly after the expiry of such authority; and
 - vi. all ordinary shares purchased pursuant to the authority conferred by this resolution 7 shall be cancelled immediately on completion of the purchase or held in treasury (provided that the aggregate nominal value of shares held as treasury shares shall not at any time exceed 10 per cent of the issued share capital of the Company at any time).
- you are responsible for ensuring that they attend the meeting and are aware of your voting intentions. If you wish your proxy to make any commitments on your behalf, you will need to appoint someone other than the chairman, and give them relevant instructions directly.
- 3. Given the uncertainty around whether shareholders will be able to attend the AGM, whether because the capacity at the venue does not allow for safety reasons related to COVID-19 restrictions or due to a change in the situation with the COVID-19 pandemic, we recommend that all shareholders appoint the chairman of the meeting to speak and vote on your behalf.
 - 4. If you sign and return the proxy form with no name inserted in the box, the chairman of the meeting will be deemed to be your proxy.
 - 5. In order to be valid an appointment of proxy must be completed, signed and returned in hard copy form by post, by courier or by hand to Neville Registrars Limited, Neville House, Steelpark Road, Halesowen, West Midlands B62 8HD. The closing time for lodging proxies is 12 noon on Thursday 10 June 2021. For the purposes of determining which persons are entitled to attend or vote at the meeting, members entered on the Company's register of members at 6p.m. on Thursday 10 June have the right to attend and vote at the meeting.

By Order of the Board

Peter Fitzwilliam

14 April 2021

Note to the Notice of Annual General Meeting

- 1. Shareholders wishing to attend the AGM are asked to register their intention as soon as possible by emailing contact@themission.co.uk. Rules around capacity at the AGM venue and changes in health and safety requirements may mean shareholders cannot ultimately attend the meeting.
- 2. A member entitled to attend and vote at the Annual General Meeting may appoint one or more proxies (who need not be a member of the Company) to attend, speak and vote on his or her behalf. A member may appoint more than one proxy in relation to the meeting provided that each proxy is appointed to exercise the rights attached to different shares. To appoint as your proxy a person other than the chairman of the meeting, insert their full name in the box on the Form of Proxy accompanying the annual report. Where you appoint as your proxy someone other than the chairman,