

7 March 2023

IN THE STYLE GROUP PLC – SHAREHOLDER CIRCULAR

Dear Shareholder,

Please accept this letter as notification that the circular published by In The Style Group plc (the “**Company**”) (the “**Circular**”) relating to the proposed sale of the operating subsidiary of the Company and proposed cancellation of the Company’s admission to trading on AIM, containing a notice of general meeting to be held at the offices of Hudson Sandler LLP, 25 Charterhouse Square, London EC1M 6AE at 9.30 a.m. on 24 March 2023 (the “**General Meeting**”) has now been published on the Company’s website at <https://corporate.inthestyle.com/investors/documents/>.

A copy of the Circular is enclosed for shareholders who elected to receive physical copy documents.

This letter has been sent to registered shareholders who have elected to receive communications electronically.

General Meeting attendance

The Company’s General Meeting will be held at 9.30 a.m. on 24 March 2023 at the offices of Hudson Sandler LLP, 25 Charterhouse Square, London EC1M 6AE

This letter does not contain the full details of the resolutions to be tabled at the General Meeting, which are contained in the Circular and should be read before you complete your vote. The Independent Directors (as defined in the Circular) consider that the proposed resolutions contained in the notice of 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.

If you wish to attend the General Meeting in your capacity as a shareholder, please bring this letter with you and on arrival hand it to the Company Secretary, this will facilitate your entry to the meeting.

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 using the link www.signalshares.com. You will need to log into your Signal Shares account, or register if you have not previously done so. To register you will need your Investor Code, this is detailed on your share certificate or available from the Company’s registrar, Link Group.

If you are an institutional investor, you may be able to appoint a proxy electronically via the Proxymity platform, a process which has been agreed by the Company and approved by the Company’s registrar. For further information regarding Proxymity, please go to www.proxymity.io. Your proxy must be lodged by 9.30 a.m. on 22 March 2023 in order to be considered valid or, if the meeting is adjourned, by the time which is 48 hours before the time of the adjourned meeting. Before you can appoint a proxy via this process you will need to have agreed to Proxymity’s associated terms and conditions. It is important that you read these carefully as you will be bound by them, and they will govern the electronic appointment of your proxy.

In the case of CREST members, by utilising the CREST electronic proxy appointment service in accordance with the procedures described in the CREST Manual. In order for a proxy appointment or instruction 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 & Ireland Limited’s specifications and must contain the information required for such instructions, as described in the CREST Manual. The message must be transmitted so as to be received by the issuer’s agent (ID RA10) by 9.30 a.m. on 22 March 2023.

Voting by proxy prior to the General Meeting does not affect your right to attend the General Meeting and vote in person should you so wish. Proxy votes must be received no later than 9.30 a.m. on 22 March 2023.

Thank you for your continued support as a shareholder of In The Style Group plc.

Yours sincerely,

Richard Monaghan
Company Secretary

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