

THIS DOCUMENT IS IMPORTANT AND REQUIRES YOUR IMMEDIATE ATTENTION.

If you are in any doubt about the contents of this document or as to the action you should take, you should immediately consult your stockbroker, bank manager, solicitor, accountant or other independent financial adviser duly authorised under the Financial Services and Markets Act 2000. If you are resident in the UK or, if not, another appropriately authorised financial adviser, without delay. If you have sold or transferred all of your ordinary shares in Pulsar Group plc, you should pass this document and the accompanying Form of Proxy to the purchaser or transferee or to the stockbroker, bank or other agent through whom the sale or transfer was effected for onward transmission to the purchaser or transferee.

6 May 2025

Dear Shareholder,

Annual General Meeting 2025

I am pleased to provide you with details of the upcoming Annual General Meeting (“AGM”) of Pulsar Group plc (the “Company”), which will be held at Northburgh House, 10 Northburgh Street, London, EC1V 0AT, at 10:00 am on 29 May 2025. The formal Notice of the AGM (“Notice”) is set out on pages 5 to 7 of this document, and this explanatory letter summarises the items of business to be transacted at the AGM.

Voting

Your vote is important to us and we strongly encourage you to consider casting your vote by proxy (appointing the Chairman of the meeting as your proxy with voting instructions). All votes at the AGM will be taken on a poll. To ensure your vote is counted we encourage you to submit a printed proxy form, vote electronically or vote through CREST as set out below:

1. **Complete a printed Form of Proxy** - Please return this, together with any power of attorney or other authority under which it is signed; to Neville Registrars Limited, Neville House, Steelpark Road, Halesowen, West Midlands, B62 8HD, so as to arrive by no later than 10:00 am on 27 May 2025;
2. **Vote electronically** - Submit your proxy at www.sharegateway.co.uk by following the authentication requirements on the website, so as to be received by no later than 10:00 am on 27 May 2025; or
3. **Vote via CREST** - If you hold your shares in uncertificated form, use the CREST electronic proxy appointment service.

Please refer to the accompanying Notes To The Notice on page 8, for more information regarding proxy voting.

Please note that the Annual Report and Accounts for the period ending 30 November 2024, together with the Notice and Form of Proxy, are also available on the Company’s website, www.pulsargroup.com.

Explanation of AGM Business

Resolutions 1 to 7 (inclusive) are proposed as ordinary resolutions. To be passed, more than half of the votes cast must be in favour of these resolutions. Resolutions 8 and 9 are proposed as special resolutions. For each of the special resolutions to be passed, at least three quarters of the votes cast must be in favour of the resolution.

ORDINARY RESOLUTIONS

Resolution 1 – Annual Report and Accounts

The Directors are required by law to present to the meeting, copies of the Audited Accounts of the Company, Directors' Report and the Independent Auditor's Report for the year ended 30 November 2024, together contained in the Company's 2024 Annual Report and Accounts, which is available on the Company's website, www.pulsargroup.com.

Resolutions 2, 3 and 4 - Directors

The Company's Articles of Association require any person who has been appointed as a Director by the Board of Directors since the date of the Company's last AGM, to retire at the next AGM following their appointment. On 1 August 2024, the Company announced the appointment of Max Royde as a Non-Executive Director. Accordingly, Max will retire from office at the AGM and will stand for election by the Company's shareholders.

The Company's Articles of Association require one third of the Directors to retire each year. As such, Christopher Satterthwaite and Christopher Pilling retire from the Board by rotation. Both Christopher Satterthwaite and Christopher Pilling intend to submit themselves for annual re-election by the Company's shareholders.

These re-appointments shall be effective upon conclusion of the AGM. Biographies of all Directors are set out on pages 45 to 47 of the Company's 2024 Report and Accounts, and is available on the Company's website, www.pulsargroup.com/pulsar-group-board/.

Resolutions 5 and 6 – Re-appointment and Remuneration of the Auditor

The Company is required to appoint or re-appoint auditors at each AGM at which its Report and Accounts are presented to shareholders. The Board proposes that BDO LLP are re-appointed as auditors for the financial year ending 30 November 2025, until the conclusion of the next AGM of the Company at which accounts are laid. Shareholders are also asked to grant authority for the Board to determine the auditors' remuneration. In practice, the Audit Committee will consider the audit fees for recommendation to the Board.

Resolution 7 – Directors' Authority to Allot Shares

Shareholders are asked to grant the Directors the authority to allot shares in the Company. Sub-paragraph (a) of this Resolution will, if passed, authorise the Directors to allot the Company's shares up to a maximum aggregate nominal amount of £2,128,312.35 representing approximately one-third of the issued ordinary share capital of the Company, excluding treasury shares as at 2 May 2025, being the last practicable date before publication of this document. This authority will expire at the conclusion of next year's AGM or, if sooner, on the date that is 15 months from the date of this year's AGM being 29 August 2026. In addition, sub-paragraph (b) of this Resolution will, if passed, authorise the Directors to allot further shares in the Company up to a maximum aggregate nominal amount of £2,128,312.35 representing approximately a further one-third of the issued ordinary share capital of the Company, excluding treasury shares as 2 May 2025 being the last practicable date, in connection with a fully pre-emptive rights issue.

The Directors consider it desirable to have the maximum flexibility permitted by corporate governance guidelines, in order to respond to market developments and to enable allotments to take place. If the Directors do exercise the additional authority, they intend to follow continuing best practice as regards its use (including the Directors standing for re-appointment in certain circumstances), as recommended by The Investment Association and the Pensions and Lifetime Savings Association. The Directors have no present intention of allotting, or agreeing to allot, any shares otherwise than in connection with the Company's employee share schemes, to the extent permitted or required by such schemes.

As at 2 May 2025, the Company held 2,825,646 ordinary shares in treasury, which represents approximately 2 per cent of the total ordinary share capital including treasury shares in issue at that date being the last practicable date before publication of this document.

SPECIAL RESOLUTIONS

Resolution 8 – Disapplication of Pre-emption Rights

This Resolution supplements the Directors' authority to allot shares in the Company given to them by Resolution 7. The Resolution, if passed, authorises the Directors to issue ordinary shares for cash, either by way of a rights issue or offer to existing shareholders or to other persons on a non-pre-emptive basis, provided that any issue for cash to such persons on a non-pre-emptive basis shall not exceed £652,621.95 representing 13,052,439 new ordinary shares of 5 pence each (which includes the sale on a non-pre-emptive basis of any shares held in treasury), which is equivalent to approximately 10 per cent of the Company's issued ordinary share capital including treasury shares as at 2 May 2025, being the last practicable date before publication of this document. The Board considers that, given the Company's size, market position and general liquidity, an overall authority of 10% is appropriate. However, your Board intends that in the event of the authority or any part of it, being utilised, in doing so it will follow the Statement of Principles set out by the Pre-emption Group. These are that 5% would be applied on an unrestricted basis and, in the event that the additional 5% were to be employed, this would be utilised exclusively for the purposes of an acquisition or a specified capital investment. This is in line with the level of authority sought at the Company's last annual general meeting. Shareholders will note that this Resolution also relates to treasury shares and will be proposed as a special resolution.

The authority will be effective until the conclusion of the next AGM of the Company or, if sooner, 29 August 2026.

This Resolution seeks a disapplication of the pre-emption rights on a rights issue so as to allow the Directors to make exclusions or such other arrangements as may be appropriate to resolve legal or practical problems which, for example, might arise with overseas shareholders.

Resolution 9 – Authority to Purchase Own Shares

In certain circumstances, it may be advantageous for the Company to purchase its own shares and this Resolution seeks the authority from shareholders to continue to do so. The Directors would exercise this power only when, in the light of market conditions, they believe that the effect of such purchases will be to increase earnings per share and is in the best interest of the shareholders generally. Other investment opportunities, appropriate gearing levels and the overall position of the Company will be taken into account when exercising this authority.

Companies purchasing their own shares are allowed to hold them in treasury as an alternative to cancelling them. Shares do not attract voting rights or dividends whilst held in Treasury. This gives the Company the ability to re-issue treasury shares quickly and cost-effectively, and provides the Company with greater flexibility in the management of its capital base. It also gives the Company the opportunity to satisfy employee share scheme awards with treasury shares.

The maximum number of ordinary shares that may be acquired is 6,384,937, approximately 5 per cent of the Company's issued ordinary share capital, excluding treasury shares, as at 2 May 2025, being the last practicable date before publication of this document. The minimum and maximum prices at which shares may be bought is set out in the Notice.

Recommendation

The Directors consider the adoption of each of the Resolutions set out on pages 5 to 7 of the Notice to be in the best interest of the Company and its shareholders as a whole. Accordingly,

the Directors unanimously recommend that shareholders vote in favour of each of the proposed Resolutions, as they intend to do in respect of their own beneficial shareholdings.

The results of the voting on all Resolutions will be announced via the Regulatory News Service, and published on our website as soon as practicable following the conclusion of the AGM.

Yours faithfully,

Christopher Satterthwaite
Chairman
Pulsar Group plc

PULSAR GROUP PLC NOTICE OF ANNUAL GENERAL MEETING

Notice is hereby given that the Annual General Meeting (“AGM”) of Pulsar Group plc (the “Company”), will be held at Northburgh House 10 Northburgh Street, London EC1V 0AT 10:00 am on 29 May 2025 to consider, and if thought fit, pass the following Resolutions, as either ordinary or special resolutions as set out below.

ORDINARY RESOLUTIONS

Resolutions 1 to 7 will be proposed as ordinary resolutions:

1. To receive and adopt the Audited Accounts of the Company for the financial year ended 30 November 2024, together with the Directors’ Report and the Independent Auditors’ Report.
2. To elect Max Royde as a Director, who retires and offers himself for election in accordance with the Company’s Articles of Association.
3. To re-elect Christopher Satterthwaite as a Director, who retires and offers himself for election in accordance with the Company’s Articles of Association.
4. To re-elect Christopher Pilling as a Director, who retires and offers himself for election in accordance with the Company’s Articles of Association.
5. To re-appoint BDO LLP as independent auditors to the Company, to hold office until the conclusion of the 2026 AGM of the Company.
6. To authorise the Directors to determine the remuneration of the Company’s auditor in respect of its appointment for the period ending at the conclusion of the Company’s next AGM.
7. THAT, in place of all existing authorities, the Directors be generally and unconditionally authorised pursuant to Section 551 of the Companies Act 2006 (the “Act”):
 - (a) 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 a maximum aggregate nominal amount £2,128,312.35 for a period expiring (unless previously renewed, varied or revoked by the Company in a general meeting) at the earlier of 29 August 2026, and the end of the next AGM of the Company, save that the Company may before expiry of this authority make an offer or agreement which would or might require shares to be allotted, or rights to subscribe for or to convert any security into shares to be granted, after expiry of this authority and the Directors may allot shares, or grant rights to subscribe for or convert any security into shares, in pursuance of that offer or agreement as if this authority had not expired; and
 - (b) in addition, to allot equity securities (within the meaning of section 560 of the Act) in connection with a rights issue in favour of holders of ordinary shares in proportion (as nearly as may be practicable) to their respective holdings of ordinary shares (but subject to such exclusions or other arrangements as the Directors consider necessary or expedient in connection with treasury shares, fractional entitlements or any legal or practical problems arising under the laws or regulations of, or the requirements of any regulatory body or stock exchange in, any territory) up to a maximum aggregate nominal amount of £2,128,312.35 for a period expiring (unless previously renewed, varied or revoked by the Company in a general meeting), at the earlier of 29 August 2026 and the conclusion of the next AGM of the Company after passing this Resolution, save that the Company may before expiry of this authority make an offer or agreement which would or might require equity securities to be

allotted after expiry of this authority and the Directors may allot equity securities in pursuance of that offer or agreement as if this authority had not expired.

SPECIAL RESOLUTIONS

Resolutions 8 and 9 will be proposed as special resolutions:

8. THAT, subject to the passing of Resolution 7 above and in place of all existing powers (save to the extent set out in Resolution 7 above), the Directors be generally and unconditionally authorised, pursuant to section 570 of the Act, to allot equity securities (within the meaning of section 560 of the Act) for cash pursuant to the authority granted by Resolution 7 above, and be empowered pursuant to section 573 of the Act to sell ordinary shares held by the Company as treasury shares (as defined by section 724 of the Act) for cash, as if section 561(1) of the Act did not apply to any such allotment or sale, provided that this power shall be limited to allotments of equity securities and/or the sale of treasury shares:

(a) in connection with an offer of equity securities (whether by way of a rights issue, open offer or otherwise):

(i) to the holders of ordinary shares in the capital of the Company in proportion (as nearly as practicable) to their respective holdings on the record date that the Directors may determine for such allotment, but subject to such exclusions or other arrangements as the Directors may consider necessary or expedient in relation to treasury shares, fractional entitlements, record dates or any legal, regulatory or practical difficulties which may arise under the laws of, or the requirements of any regulatory body or stock exchange in any territory; and

(ii) otherwise, than pursuant to sub-paragraph (a)(i) of this Resolution up to an aggregate nominal amount £652,621.95.

(b) this power shall expire on the earlier of 29 August 2026 and upon conclusion of the next AGM of the Company, but the Company may before the expiry of this power make an offer or agreement which would or might require equity securities to be allotted after the expiry of this power, and the Directors may allot equity securities in pursuance of that offer or agreement as if this power had not expired; and

(c) this power also applies in relation to a sale of treasury shares, which is an allotment of equity securities by virtue of section 560(3) of the Act as if in the first paragraph of this Resolution the words 'subject to the passing of Resolution 7 above' and 'pursuant to the authority granted by Resolution 7 above' were omitted.

9. THAT the Company be and is generally and unconditionally authorised for the purposes of section 701 of the Act, to make market purchases (within the meaning of section 693(4) of the Act) of its ordinary shares and to cancel or hold in treasury such shares provided that:

(a) the maximum aggregate number of ordinary shares that may be acquired is 6,384,937 being approximately 5% of the Company's existing issued ordinary share capital excluding treasury shares;

(b) the minimum price per share (exclusive of expenses) that may be paid for any such shares is 5 pence;

(c) the maximum price (exclusive of expenses) that may be paid for any such shares is the higher of:

- (i) the price of the last independent trade of; and
 - (ii) the highest current independent bid for the Company's ordinary shares on the AIM market of the London Stock Exchange at the time that an ordinary share is contracted to be purchased; and
- (d) The authority hereby conferred shall expire at the earlier of the close of the next Annual General Meeting or 29 August 2026 except that the Company shall be entitled, at any time prior to the expiry of this authority, to make a contract of purchase which would or might be executed wholly or partly after such expiry and to purchase shares in accordance with such contract as if the authority conferred had not expired.

By order of the Board

Beyond Governance Limited
Corporate Secretary

6 May 2025

Registered Office:
Northburgh House
10 Northburgh Street
London
EC1V 0AT

Registered in England and Wales No. 04799195

NOTES TO THE NOTICE OF THE ANNUAL GENERAL MEETING

- (1) Biographies of the Directors are set out on the Investors section of our corporate website, available at www.pulsargroup.com/pulsar-group-board/.
- (2) The instrument appointing a proxy and any power of attorney or other authority under which it is signed, or a notarially certified copy of that power or authority, must be deposited with the Company's Registrars, Neville Registrars Limited, Neville House, Steelpark Road, Halesowen B62 8HD, not less than 48 hours (excluding non-working days) before the time for holding the meeting. A Form of Proxy accompanies this document for use by members. As an alternative to completing the hard copy Form of Proxy, you can appoint a proxy electronically online at www.sharegateway.co.uk by completing the authentication requirements as set out on the Form of Proxy. For an electronic proxy appointment to be valid, your appointment must be received by Neville Registrars Limited no later than 10:00 am on 27 May 2025. A shareholder may change or terminate a proxy instruction by either completing a new form of proxy or by notifying the Company in writing, as appropriate.
- (3) Appointment of a proxy does not preclude you from attending the meeting and voting in person. If you have appointed a proxy and attend the meeting, your proxy appointment will automatically be terminated.
- (4) A corporation which is a member of the Company may authorise a person (who need not be a member of the Company) to act as its representative to attend, speak and vote (on a show of hands or a poll) on its behalf. Holders of ordinary shares are entitled to attend and vote at General Meetings of the Company. On a vote by a show of hands, every member who is present has one vote and every proxy present who has been duly appointed by a member entitled to vote has one vote. On a poll vote, every member who is present in person or by proxy has one vote for every ordinary share of which he/she is the holder.
- (5) Pursuant to Regulation 41 of the Uncertificated Securities Regulations 2001 (as amended), the Company specifies that only those shareholders registered in the Register of Members (the "Register") of the Company as at 10:00 am on 27 May 2025 (the "Specified Time") shall be entitled to attend or vote at the Annual General Meeting ("AGM") in respect of the number of shares registered in their names at that time. Changes to entries on the Register for certificated or uncertificated shares of the Company after the Specified Time, shall be disregarded in determining the rights of any person to attend or vote at the AGM. Should the AGM be adjourned to a time not more than 48 hours after the Specified Time, that time will also apply for the purpose of determining the entitlement of shareholders to attend and vote (and for the purpose of determining the number of votes they may cast) at the adjourned AGM. Should the AGM be adjourned for a longer period, to be so entitled, shareholders must have been entered on the Register at the time which is 48 hours before the time fixed for the adjourned AGM or, if the Company gives notice of the adjourned AGM, at the time specified in the Notice.
- (6) Copies of Contracts of Service and Letters of Appointment (including indemnities) between any Director and the Company or its subsidiaries, are available for inspection at the registered office of the Company during normal business hours from the date of AGM Notice and will also be available for inspection at the place of the AGM until the conclusion of the Meeting.
- (7) 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 Register in respect of the joint holding (the first-named being the most senior).
- (8) CREST members who wish to appoint a Proxy or Proxies through the CREST electronic Proxy appointment service may do so for the AGM and any adjournment thereof by using the procedures described in the CREST manual. CREST personal 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. In order for a Proxy appointment or instruction made using the CREST service 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. All messages relating to the appointment of a Proxy or an instruction to a previously appointed Proxy must be transmitted so as to be received by Neville Registrars Limited (**ID: 7RA11**) no later than 10:00 am on 27 May 2025. Normal system timings and limitations will apply in relation to the input of CREST Proxy Instructions. It is therefore the responsibility of the CREST member concerned to take 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 sponsor(s) or voting service provider(s) are referred, in particular, to those sections of the CREST manual concerning practical limitations of the CREST system and timings. 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 as amended.
- (9) As at 2 May 2025, being the last practicable date before the date of this Notice, there were 130,524,386 ordinary shares in issue of which 2,825,646 are held in Treasury. Therefore, the total number of voting rights in the Company as at 2 May 2025, being the last practicable date before the date of this Notice is 127,698,740. Holders of ordinary shares are entitled to attend, speak and vote, either in person or by proxy, at General Meetings of the Company. It is proposed that all votes on the Resolutions at the AGM will be taken by way of a poll. On a vote by poll, every ordinary shareholder has one vote for every ordinary share held.
- (10) For further details relating to voting or participation rights of shareholders including the information required by Section 311A of the Companies Act 2006, please refer to the Company's Articles of Association, copies of which together with a copy of this Notice and the Form of Proxy including the information required by Section 311A of the Companies Act 2006 can be found at and are available on our website at www.pulsargroup.com.