



[Shareholder Name]

[Address 1]

[Address 2]

[Address 3]

[County]

[Postcode]

8 November 2024

THE REVEL COLLECTIVE PLC (formerly Revolution Bars Group plc) – 2024 Annual Report & Accounts and Notice of 2024 Annual General Meeting

Dear Shareholder

Please accept this letter as notification that the Annual Report & Accounts of The Revel Collective plc (formerly Revolution Bars Group plc) (the “**Company**”) for the year ended 29 June 2024 and the Notice of the 2024 Annual General Meeting (the “**2024 AGM**”) have now been published on the Company’s website at www.therevelcollective.com and will be sent to those shareholders who have elected to receive hard copies of such documents.

AGM attendance

The Company’s 2024 AGM will be held at 1.30 pm on Tuesday 3 December 2024 at Cavendish, One Bartholomew Close, London EC1A 7BL.

This letter does not contain the full details of the resolutions to be tabled at the meeting, and these are contained in the Notice of the 2024 AGM and should be read before you complete your vote. The Directors consider that the proposed resolutions contained in the Notice of the 2024 AGM 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 2024 AGM in your capacity as a shareholder of the Company, 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

– **Share portal (www.signalshares.com)**

You will not receive a hard copy form of proxy for the 2024 AGM 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 our Registrar, Link Group.

– **CREST**

In the case of CREST members, you will be able to vote 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 & International 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 no later than 1.30 pm on Friday, 29 November 2024.

– *LinkVote+app*

Link Group, the company's registrar, has launched a shareholder app: LinkVote+. It's free to download and use and gives shareholders the ability to access their shareholding record at any time and allows users to submit a proxy appointment quickly and easily online rather than through the post. The app is available to download on both the Apple App Store and Google Play, or by scanning the relevant QR code below.

Apple App Store



GooglePlay



– *Proxymity platform*

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 Registrar. For further information regarding Proxymity, please go to www.proxymity.io.

Your proxy must be lodged by 1.30 pm on Friday, 29 November 2024 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.

An electronic proxy appointment via the Proxymity platform may be revoked completely by sending an authenticated message via the platform instructing the removal of your proxy vote.

Voting by proxy prior to the 2024 AGM does not affect your right to attend the 2024 AGM and vote in person should you so wish. Proxy votes must be received by no later than 1.30 pm on Friday, 29 November 2024.

You may request a hard copy form of proxy directly from the Registrars, Link Group, on Tel: 0371 664 0300. 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 am – 5.30 pm, Monday to Friday excluding public holidays in England and Wales.

Alternatively, you can request a hard copy proxy card by emailing shareholderenquiries@linkgroup.co.uk.

Thank you for your continued support as a shareholder of The Revel Collective plc.

Yours sincerely

A handwritten signature in black ink, appearing to read 'DD as', followed by a horizontal line.

Danielle Davies
Company Secretary