

How to view the 2021 annual general meeting online

All shareholders are welcome to view the proceedings of the 2021 Annual General Meeting (**AGM**) of AJ Bell plc online via GoToWebinar.

Pre-registration

You will need to pre-register to view the AGM by sending an email to 2021AGM@ajbell.co.uk before **10.00 am on Monday 26 January 2020** with your full name and:

- a) if the shares are **not** registered directly in your name, a copy of the representation letter issued by the nominee which is the legal owner of your shares as evidence of your right to attend the meeting. For example, if you hold your shares via AJ Bell Youinvest, you will need to obtain a representation letter from AJ Bell Youinvest; or
- b) if the shares are registered in your name, details of your investor code (**IVC**) which can be found on your share certificate, dividend notification or is available by calling the Link Group on 0371 664 0300.

No registrations will be accepted after 10.00 am on Monday 26 January 2020.

Registering for the AGM

Once we have received and verified the necessary information:

- a) we will respond to your email to provide you with a link to register to view the proceedings via GoToWebinar and an individual registration number which you will need to use in order to register for the event.
- b) you will then need to use that link in advance of the AGM to register with GoToWebinar.
- c) once you have registered with GoToWebinar, you will receive a confirmation email which includes a joining link which is specific to you that you will need to use to access the AGM on the day.

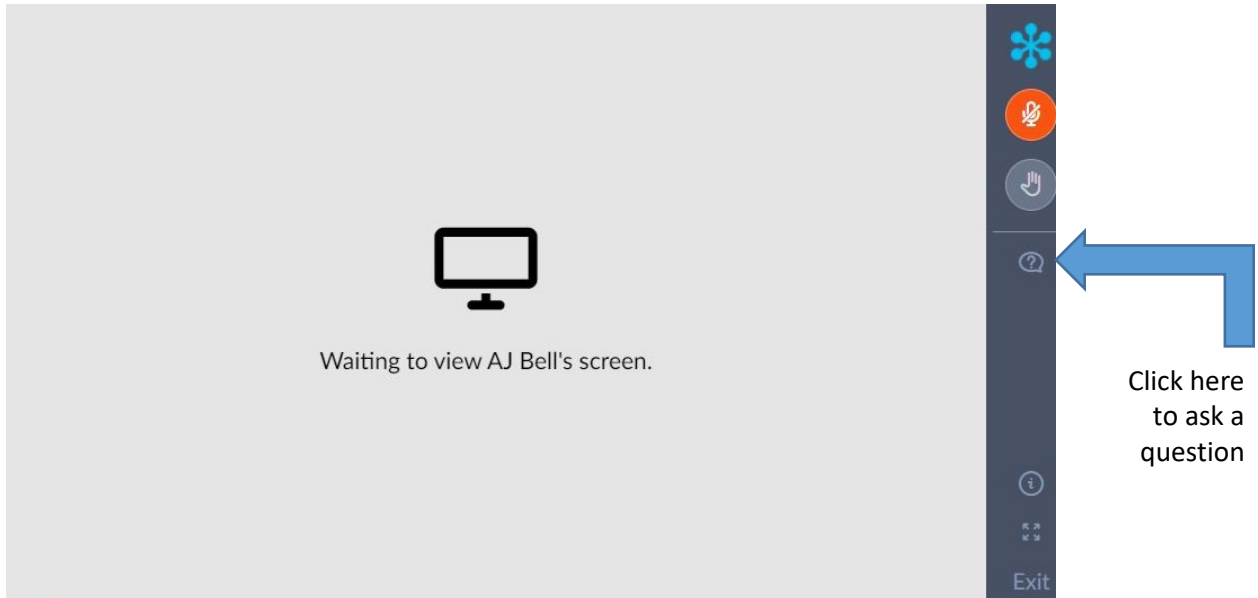
Please note that attending via the online facility does not constitute attendance in law and you will not have the ability to speak, or vote, but will be able to ask questions via a chat function on the basis explained in the notice of AGM. Our Company Secretary will be monitoring the questions as they come in to see if there are any similar ones, he will then put the questions to the Chairman and our Chief Executive Officer for them to answer. It may not be possible to answer all of the questions on the day, so if you would like to ask the Board a question about the business of the AGM we encourage you to do so in advance of the AGM by sending an email to the Company Secretary at 2021AGM@ajbell.co.uk. We will endeavour to respond to all questions asked by email and may in addition also answer some of them at the AGM. Answers to common questions will also be published on our website at www.ajbell.co.uk/investor-relations/aggm

On the day of the AGM

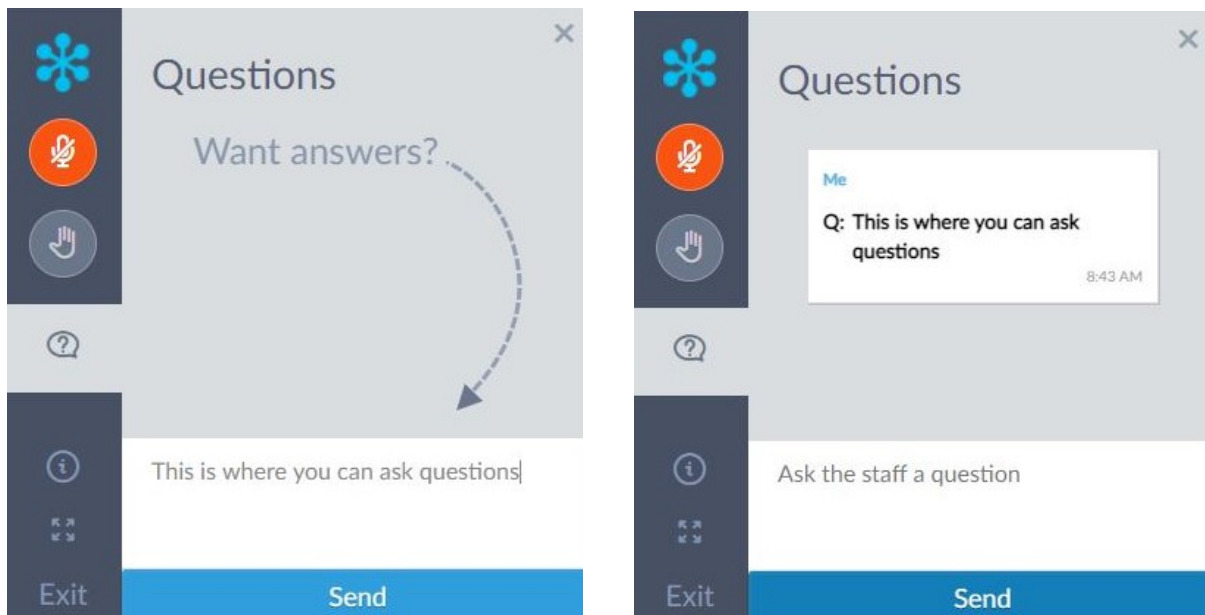
You will need to use your specific joining link, which will be in the confirmation email that was sent to you after registering for the AGM with GoToWebinar.

The AGM will start at 10am. You can log on earlier to test your technology, but you will not be able to hear or see proceedings until 10am.

If you are using a web browser, you will see a control panel that looks like this:

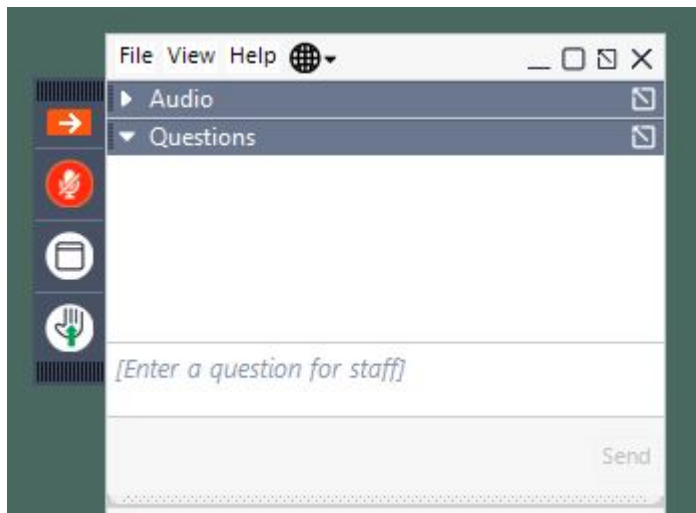


A box will appear as shown below. Type your question where indicated and click "send".



You will have a similar control panel if you are using a mobile app.

If you are using the desktop app, your control panel will look like this:



Click on the triangle to open/close the chat.

Type your question where indicated and click "send".

Representation letter

If you need to obtain a representation letter from the nominee which is the legal owner of your shares as evidence of your right to attend the meeting, then:

- a) if you hold your shares via AJ Bell Youinvest, you can do so by logging into your account online and sending a secure message requesting to issue of a letter of representation; or
- b) if you hold your shares via a third party platform or stockbroker, by contacting your provider to request a letter of representation.

General queries

If you have any general queries about the above, please email the Company Secretary at 2021AGM@ajbell.co.uk.