

THIS DOCUMENT AND THE ENCLOSED REPLY SLIP ARE IMPORTANT AND REQUIRE YOUR IMMEDIATE ATTENTION

If you are in any doubt about the contents of this document and/or as to what action you should take, you are recommended to seek your own independent financial advice immediately from your stockbroker, bank manager, solicitor, accountant or other independent financial adviser duly authorised under the Financial Services and Markets Act 2000 (as amended) who are specialists in advising in connection with shares and other securities if you are a resident of the United Kingdom or, if not, from another appropriately authorised independent adviser.

If you sell or have sold or otherwise transferred all of your holding of ordinary shares in the Company you should forward this document as soon as possible 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. Such documents should not, however, be forwarded or transmitted in or to any jurisdiction in which such act would constitute a violation of the relevant laws in such jurisdiction. If you sell or have sold or otherwise transferred only part of your holding of ordinary shares in the Company, you should retain these documents and consult the stockbroker, bank or other agent through whom the sale or transfer was affected immediately.

ELECTRIC GUITAR PLC

*(Registered in England and Wales with company number 13288812)
("the Company")*

Directors

John Christopher Hutchinson – *Non-Executive Chair*
John Patrick Regan – *Chief Executive Officer*
Richard Jonathan Horwood – *Chief Operating Officer*
Caroline Worboys – *Non-Executive Director*
Grahame Cook – *Non-Executive Director*

Registered Office

One Bartholomew Close
London
EC1A 7BL

9 August 2024

Dear Shareholder,

Electronic Communications

Increased use of electronic communications will deliver savings to the Company in terms of administration, printing and postage costs, as well as speeding up the provision of information to Shareholders. The reduced use of paper will also have environmental benefits.

The Company's Articles of Association allow communications to Shareholders in electronic form and, in addition, they permit the Company to take advantage of the provisions relating to website communications. Your Board now wish to implement this regime.

Under the provisions of the Companies Act 2006, we are required to ask you individually to confirm your agreement to the Company sending or supplying documents and information, such as the Annual Accounts and Interim Accounts, to you by electronic form or by placing such documents and information on the Company's website (**www.electricguitarplc.com**) ("the Website").

One of the following three scenarios can apply to you:

Scenario A – Documents and Information will be placed on the Website and you will be notified of this by electronic form (i.e. email)

If you prefer to receive notification of documents and information by email please sign and complete Section A of the Electronic Communications Reply Slip enclosed and return it to the Company's registrars, Share Registrars Limited, 3 The Millennium Centre, Crosby Way, Farnham, Surrey, GU9 7XX. Please insert your

email address into the appropriate place in Section A, sign and date the form and print your name and address in block capitals where shown.

Scenario B – Documents and Information will be sent to you by post

If you prefer to receive the documents and information in paper form rather than via email or the Website, please sign and complete Section B of the Electronic Communications Reply Slip enclosed and return it to the Company's registrars, Share Registrars Limited, 3 The Millennium Centre, Crosby Way, Farnham, Surrey, GU9 7XX. Please sign and date the form and print your name and address where shown.

Scenario C – Documents and Information will be placed on the Website and you will be notified of this by post

If we do not receive any response from you within 28 days of the date of this letter, then you will be taken to have agreed (under paragraph 10 of Schedule 5 to the Companies Act 2006) that the Company may send or supply the documents and information to you via the Website. Therefore, if you agree to the Company sending or supplying documents and information to you via the Website, you need take no further action in relation to this part of the letter.

In order to access the documents and information on the Website, you will need access to the internet, web browser software (such as Microsoft Edge) and Adobe Acrobat Reader. If you do not have Adobe Acrobat Reader, you can download a free copy from www.adobe.com.

We will notify you when the documents and information are available to access on the Website by post and we will provide you with:

- the address of the Website;
- the place on the Website where the documents and information may be accessed; and
- details of how to access the documents and information.

If the Company is required to restrict the sending of any documents or information to any shareholders within the European Economic Area (EEA) (other than the UK), for example due to the local laws of the EEA country in which the particular shareholders are resident or otherwise located, we will not be permitted to use electronic means to communicate with any shareholders holding shares of the same class as those shareholders within the EEA (other than the UK). In any such case, we will send you hard copies of any documents or information.

Yours faithfully,

John Hutchinson

Non-Executive Chair

9 August 2024

Electric Guitar plc

