

6 June 2025

Dear Shareholder

ANNUAL REPORT 2024 AND NOTICE OF THE 2025 ANNUAL GENERAL MEETING

Please accept this letter as notification that Brave Bison Group plc's (the "Company") Annual Report for the year ended 31 December 2024 and the Notice of the 2025 Annual General Meeting (AGM) have now been published on the Company's website at <https://bravebison.com/investors/> and are enclosed for shareholders who elected to receive a hard copy.

AGM

The Company's Annual General Meeting will be held at Gridiron Building, 1 Pancras Square, N1C 4AG at 10am on 27 June 2025.

This letter does not contain the full details of the resolutions to be tabled at the meeting, as these are contained in the Notice of the meeting and should be read before you complete your vote. The Directors consider that the proposed resolutions contained in the Notice of 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 AGM in your capacity as a shareholder, please bring this letter with you and on arrival hand it to the Company's Registrar, this will facilitate your entry to the meeting.

Proxy voting

You will **not** receive a hard copy form of proxy for the 2025 AGM in the post. Instead, you will be able to vote electronically via the MUFG Investor Centre app or at **uk.investorcentre.mups.mufg.com**. You will need to log into your Investor Centre account or register if you have not previously done so. To register you will need your Investor Code which is detailed on your share certificate or available from our Registrar, MUFG Corporate Markets (formerly called Link Group), or you may request a hard copy form of proxy directly from MUFG.

Voting by proxy prior to the AGM does not affect your right to attend the AGM and vote in person should you so wish. Proxy votes must be received by Link Group **no later than 10am on 25 June 2025**.

If you need help with voting online or require a hard copy form of proxy please contact our Registrar, MUFG Corporate Markets, on Tel: 0371 664 0391 (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 09:00 - 17:30, Monday to Friday excluding public holidays in England and Wales). Or email Link at **shareholderenquiries@mups.mufg.com**.

Shareholders may also wish to submit questions in advance via e-mail to companysecretary@bravebison.com. We will endeavour to respond to questions raised directly, or by publishing responses on our website.

May I take this opportunity to thank you for your continued support as a shareholder of Brave Bison Group plc.

Yours faithfully

Philippa Norridge
Company Secretary
Brave Bison Group plc

Additional shareholder information

Arrange to have your dividends paid direct into your bank account

The Company will be paying dividends through electronic transfer of funds only, facilitated by our Registrar, MUFG Corporate Markets. Payments will **not** be made by cheque. Shareholders should ensure they have registered their bank details with MUFG to ensure dividends are received and to keep these records up to date. Payment electronically means that:

- Your dividend reaches your bank account on the payment date;
- It is more secure; and
- Helps reduce fraud.

If you have a UK bank account, you can sign up for this service on Investor Centre at uk.investorcentre.mpms.mufg.com (by clicking on 'your dividend options' and following the on-screen instructions). To receive the dividend please register your bank details as soon as possible before the close of business on the record date. If you do not register your bank details before the close of business on the record date, then your dividend will be paid within one month of registering your bank details, after the dividend pay date of 1 July 2025.

Shareholder Communications

The majority of shareholders choose to receive Annual Reports and Notices of Meetings electronically. This has a number of advantages for the Company and its shareholders. It increases the speed of communication, saves you time and reduces print and distribution costs and our impact on the environment.

Company law requires that the Company asks shareholders to consent to the receipt of communications electronically and via a website*. Please note that if you consent to website publication you will continue to be notified in writing and through the release of an announcement on the London Stock Exchange each time the Company places a statutory communication on the website. Annual Reports and other documents which are required to be sent to shareholders ('shareholder information') are published on our website at <https://bravebison.com/investors/>. If you consent, the website will be the way in which you access all future shareholder information.

Please note that you still have the right to request hard copies of shareholder information at no charge.

- If you would like to receive notifications by email, you can register your email address via the Investor Centre **uk.investorcentre.mups.mufg.com** or write to FREEPOST SAS, Central Square, 29 Wellington Street, Leeds LS1 4DL (no stamp or further address detail is required. Please write in BLOCK CAPITALS)
- If you would like to receive shareholder information by means of a website, there is nothing more you need to do. You will be notified by post when shareholder information has been placed on the website.
- If you would like to receive shareholder information in hard copy form, you can register your request via Investor Centre **uk.investorcentre.mups.mufg.com** or write to FREEPOST SAS, Central Square, 29 Wellington Street, Leeds LS1 4DL (no stamp or further address detail is required. Please write in BLOCK CAPITALS)

Please note that if you hold your shares corporately or in a CREST account, you are not able to use the Investor Centre to inform us of your preferred method of communication and should instead write to FREEPOST SAS, Central Square, 29 Wellington Street, Leeds LS1 4DL (no stamp or further address detail is required. Please write in BLOCK CAPITALS).

If we do not receive a reply from you within 28 days of the date of dispatch of this letter, you will be deemed to have consented to website publication of shareholder information and you will not receive hard copies of shareholder information in the post.

* The Company reserves the right to send hard copy documents to shareholders where, for example, overseas securities laws do not permit electronic communication or in other circumstances where the Company considers that electronic delivery may not be appropriate.

THIS DOCUMENT IS IMPORTANT AND REQUIRES YOUR IMMEDIATE ATTENTION. If you are in doubt about the contents of this document or about the action you should take you should consult immediately your stockbroker, solicitor, accountant or other independent financial adviser duly authorised under the Financial Services and Markets Act 2000.

If you have sold or transferred all of your Ordinary Shares in Brave Bison Group Plc, please send this document to the purchaser or transferee, or to the stockbroker, bank or other agent through whom the sale or transfer was effected, for delivery to the purchaser or transferee.

You will not have received a hard copy proxy form for the Annual General Meeting in the post. You can instead submit your proxy vote electronically via the Investor Centre app or by accessing the MUFG Corporate Markets Investor Centre at uk.investorcentre.mpms.mufig.com. Full details of how to vote are set out in the Notes to the Notice of Meeting. Please submit your proxy vote so as to reach the Company's registrar no later than 10.00 a.m. on Wednesday 25 June 2025 or if you are a CREST member, by using the service provided by Euroclear in accordance with the timings prescribed by the CREST system.

Brave Bison Group Plc

(incorporated and registered in England and Wales under company number 08754680)

(the 'Company')

Notice of Annual General Meeting

Date of Meeting: Friday, 27 June 2025

Time of Meeting: 10.00 a.m. (Greenwich Mean Time)

Venue: Gridiron Building, 1 Pancras Square, N1C 4AG

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EXPECTED TIMETABLE OF PRINCIPAL EVENTS

Notice posted to Shareholders	6 June 2025
Latest time and date for receipt of proxy appointments	10.00 a.m. on 25 June 2025
Annual General Meeting	10.00 a.m. on 27 June 2025
Announcement of the result of the Annual General Meeting	27 June 2025

The above times and/or dates are indicative only and may change. If any of the above times and/or dates change, the revised times and/or dates will be notified by announcement through a Regulatory Information Service.

DIRECTORS, SECRETARY AND ADVISERS

Directors:	Oliver Charles Green, <i>Executive Chairman</i> Theodore Samuel Green, <i>Chief Growth Officer</i> Philippa Kate Norridge, <i>Chief Financial Officer</i> Matthew John Law, <i>Non-Executive Director</i> Gordon Haig Brough, <i>Non-Executive Director</i>
Company Secretary:	Philippa Kate Norridge
Registered office:	2 Stephen Street London England W1T 1AN
Company website:	https://bravebison.com/
Legal advisers to the company:	Cameron McKenna Nabarro Olswang LLP 1 The Avenue Manchester M3 3AP
Nominated adviser:	Cavendish Capital Markets Limited One Bartholomew Close London EC1 7BL
Registrar:	MUFG Corporate Markets Central Square 29 Wellington Street Leeds LS1 4DL

Brave Bison Group Plc

(Incorporated in England and Wales with registered number 8754680)

NOTICE OF ANNUAL GENERAL MEETING

Notice is hereby given that the Annual General Meeting ('AGM' or '**Annual General Meeting**') of Brave Bison Group plc (the '**Company**' or '**Brave Bison**') will be held on Friday 27 June 2025 at 10am at Gridiron Building, 1 Pancras Square, N1C 4AG to consider and, if thought fit, to pass the resolutions set out below.

ORDINARY RESOLUTIONS

1. THAT the Annual Report including the financial statements for the year ended 31 December 2024 be received and adopted.
2. THAT Matthew Law be reappointed as a Director of the Company.
3. THAT Moore Kingston Smith LLP be reappointed as auditors of the Company from the conclusion of the meeting until the conclusion of the next Annual General Meeting of the Company at which accounts are laid and that authorisation be given for the Directors to determine their remuneration.
4. THAT a final dividend of 0.22 pence per ordinary share for the financial year ended 31 December 2024 as recommended by the Directors be declared payable on 1 July 2025 to the shareholders whose names appear on the Company's register of members at the close of business on 30 May 2025.
5. THAT the Directors be and are hereby generally and unconditionally authorised, pursuant to section 551 of the Companies Act 2006 (the '**CA 2006**'), which authority shall be in addition to all existing authorities of the Directors to allot relevant securities for the purposes of section 551 of the CA 2006, to exercise all the powers of the Company to:
 - a) allot shares in the Company and grant rights to subscribe for, or convert any security into, such shares (all of which transactions are hereafter referred to as an allotment of 'relevant securities') up to an aggregate nominal amount of £444,528.00; and
 - b) allot further equity securities (within the meaning of Section 560(1) of the CA 2006) up to an aggregate nominal amount of £444,528.00 in connection with a rights issue in favour of shareholders where the equity securities respectively attributable to the interest of the shareholders are as proportionate (as nearly as practicable) to the respective numbers of ordinary shares held by them, on a fixed record date (but subject to such exclusions or other arrangements as the Directors may deem necessary or expedient to deal with legal or practical problems under the laws of any overseas territory, the requirements of any regulatory body or any stock exchange in any territory, in relation to fractional entitlements, or any other matter which the Directors consider merits any such exclusion or other arrangements), provided that, in each case, such authority shall expire 15 months after the date of the passing of this resolution or at the conclusion of the next Annual General Meeting of the Company following the passing of this resolution, whichever occurs first (unless previously revoked or varied by the Company in Annual General Meeting), but the Company may before this authority expires (or is revoked or varied) make an offer or agreement which would or might require relevant securities to be allotted after this authority expires (or is revoked or varied) and the Directors may allot relevant securities pursuant to such offer or agreement as if this authority had not expired or been revoked or varied.

SPECIAL RESOLUTIONS

6. THAT, conditional only on the passing of resolution 5 above, the Directors be and are hereby empowered pursuant to section 570 CA 2006, which power shall be in addition to all existing powers of the Directors to allot equity securities for the purposes of sections 570 or 571 of the CA 2006, to allot equity securities (as defined in section 560 CA 2006) for cash pursuant to the authority conferred by resolution 5 above as if section 561 CA 2006 did not apply to any such allotment, provided that this authority shall:

- a) be limited to:
- (i) the allotment of equity securities pursuant to the authority conferred by paragraph (b) of resolution 5; and
 - (ii) the allotment of equity securities for cash otherwise than pursuant to sub-paragraph 6(a)(i) above up to an aggregate maximum nominal amount of £133,358.00; and
- b) subject to the continuance of the authority conferred by resolution 5 above, expire 15 months after the date of the passing of this resolution or at the conclusion of the next Annual General Meeting of the Company following the passing of this resolution, whichever occurs first (unless previously revoked or varied by the Company by special resolution) but the Company may before this authority expires (or is revoked or varied) make an offer or agreement which would or might require equity securities to be allotted after this authority expires (or is revoked or varied) and the Directors may allot equity securities pursuant to such offer or agreement as if this authority had not expired or been revoked or varied.
7. THAT, (in substitution for all existing authorities) the Company be and is generally and unconditionally authorised for the purposes of section 701 of the CA 2006 to make one or more market purchases (within the meaning of section 693(4) of the CA 2006) on the AIM market of the London Stock Exchange of its ordinary shares of £0.001 each ("Ordinary Shares") provided that:
- c) the maximum aggregate number of Ordinary Shares authorised to be purchased is 133,358,539;
 - d) the minimum price which may be paid for such Ordinary Shares is £0.001 per Ordinary Share;
 - e) the maximum price which may be paid for an Ordinary Share shall not be more, at the time of purchase, than the amount equal to 105 per cent. of the average of the middle market quotations for an Ordinary Share as derived from the London Stock Exchange for the five business days immediately preceding the date on which the Ordinary Share is purchased;
 - f) unless previously renewed, varied or revoked, the authority conferred shall expire at the conclusion of the next Annual General Meeting of the Company in 2025 or fifteen months, after the passing of this resolution whichever is the earlier; and
 - g) the Company may make a contract or contracts to purchase Ordinary Shares under the authority conferred by this resolution prior to the expiry of such authority which will or may be executed wholly or partly after the expiry of such authority and may make a purchase of Ordinary Shares in pursuance of any such contract or contracts, as if such authority had not expired.
8. THAT a general meeting of the Company (other than an AGM) may be called on not less than 14 days notice.

By order of the Board of Directors of the Company

Philippa Kate Norridge
Company Secretary
6 June 2025

Registered Office:
2 Stephen Street
London

England
W1T 1AN

Notice of Meeting Notes:

The following notes explain your general rights as a shareholder and your right to vote at this Meeting or to appoint someone else to vote on your behalf.

1. To be entitled to vote at the Meeting (and for the purpose of the determination by the Company of the number of votes they may cast), shareholders must be registered in the Register of Members of the Company at close of trading on 25 June 2025. Changes to the Register of Members after the relevant deadline shall be disregarded in determining the rights of any person to vote at the Meeting.
2. Shareholders are entitled to appoint another person as a proxy to exercise all or part of their rights to vote on their behalf at the Meeting. A shareholder may appoint more than one proxy in relation to the Meeting provided that each proxy is appointed to exercise the rights attached to a different ordinary share or ordinary shares held by that shareholder. A proxy need not be a shareholder of the Company.
3. 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 Company's Register of Members in respect of the joint holding (the first named being the most senior).
4. A vote withheld is not a vote in law, which means that the vote will not be counted in the calculation of votes for or against the resolution. If no voting indication is given, your proxy will vote or abstain from voting at his or her discretion. Your proxy will vote (or abstain from voting) as he or she thinks fit in relation to any other matter which is put before the Meeting.
5. You can vote either:
 - By using the Investor Centre app or logging on to uk.investorcentre.mups.mufig.com and following the instructions;
 - if you need help with voting online or require a hard copy form of proxy, please contact our Registrar, MUFG Corporate Markets, on 0371 664 0391 if calling from the UK, or +44 (0) 371 664 0391 if calling from outside of the UK (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 09:00 - 17:30, Monday to Friday excluding public holidays in England and Wales), or email MUFG at shareholderenquiries@mups.mufig.com.
 - in the case of CREST members, by utilising the CREST electronic proxy appointment service in accordance with the procedures set out below.
 - if you are an institutional investor you may also be able to appoint a proxy electronically via the Proximity platform (see below).In order for a proxy appointment to be valid a proxy must be completed. In each case the proxy must be received by MUFG at PXS1, Central Square, 29 Wellington Street, Leeds LS1 4DL by 10am on 25 June 2025

Investor Centre is a free app for smartphone and tablet provided by Link Group (the company's registrar). It allows you to securely manage and monitor your shareholdings in real time, take part in online voting, keep your details up to date, access a range of information including payment history and much more. The app is available to download on both the Apple App Store and Google Play, or by scanning the relevant QR code below. Alternatively, you may access the Link Investor Centre via a web browser at uk.investorcentre.mups.mufig.com.



6. If you return more than one proxy appointment, either by paper or electronic communication, the appointment received last by the Registrar before the latest time for the receipt of proxies will take precedence. You are advised to read the terms and conditions of use carefully. Electronic communication facilities are open to all shareholders and those who use them will not be disadvantaged.
7. CREST members who wish to appoint a proxy or proxies through the CREST electronic proxy appointment service may do so for the Meeting (and any adjournment of the Meeting) by using the procedures described in the CREST Manual (available from www.euroclear.com). CREST Personal Members or other CREST sponsored members, and those CREST members who have appointed a 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.
8. 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 10am on 25 June 2025. For this purpose, the time of receipt will be taken to mean the time (as determined by the timestamp applied to the message by the CREST application host) from which the issuer's agent is able to retrieve the message by enquiry to CREST in the manner prescribed by CREST. After this time, any change of instructions to proxies appointed through CREST should be communicated to the appointee through other means.
9. CREST members and, where applicable, their CREST sponsors or voting service providers should note that Euroclear UK & International Limited does not make available special procedures in CREST for any particular message. Normal system timings and limitations will,

therefore, apply in relation to the input of CREST Proxy Instructions. It is the responsibility of the CREST member concerned to take (or, if the CREST member is a CREST personal member, or sponsored member, or has appointed a voting service provider(s), to procure that his CREST sponsor or voting service provider(s) take(s) 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 sponsors or voting system providers 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.

10. If you are an institutional investor you may also 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 10.00am on Wednesday 25 June 2025 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 (not taking into account weekends or bank holidays). 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."

11. Any corporation which is a shareholder can appoint one or more corporate representatives who may exercise on its behalf all of its powers as a shareholder provided that no more than one corporate representative exercises powers in relation to the same shares.

12. As at 6 June 2025 (being the latest practicable business day prior to the publication of this Notice), the Company's ordinary issued share capital consists of 1,333,585,397 ordinary shares, carrying one vote each. Therefore, the total voting rights in the Company as at 6 June 2025 are 1,333,585,397.

13. Under Section 527 of the Companies Act 2006, shareholders meeting the threshold requirements set out in that section have the right

to require the Company to publish on a website a statement setting out any matter relating to: (i) the audit of the Company's financial statements (including the Auditor's Report and the conduct of the audit) that are to be laid before the Meeting; or (ii) any circumstances connected with an auditor of the Company ceasing to hold office since the previous meeting at which annual financial statements and reports were laid in accordance with Section 437 of the Companies Act 2006 (in each case) that the shareholders propose to raise at the relevant meeting. The Company may not require the shareholders requesting any such website publication to pay its expenses in complying with Sections 527 or 528 of the Companies Act 2006. Where the Company is required to place a statement on a website under Section 527 of the Companies Act 2006, it must forward the statement to the Company's auditor not later than the time when it makes the statement available on the website. The business which may be dealt with at the Meeting for the relevant financial year includes any statement that the Company has been required under Section 527 of the Companies Act 2006 to publish on a website.

14. The Company must cause to be answered any such question relating to the business being dealt with at the Meeting but no such answer need be given if: (a) to do so would interfere unduly with the preparation for the Meeting or involve the disclosure of confidential information; (b) the answer has already been given on a website in the form of an answer to a question; or (c) it is undesirable in the interests of the Company or the good order of the Meeting that the question be answered.

15. The following documents are available for inspection during normal business hours at the registered office of the Company on any business day from the date of this Notice until the time of the Meeting:

- copies of the Directors' letters of appointment or service contracts.

16. You may not use any electronic address (within the meaning of Section 333(4) of the Companies Act 2006) provided in either this Notice or any related documents (including the form of proxy) to communicate with the Company for any purposes other than those expressly stated.

A copy of this Notice, and other information required by Section 311A of the Companies Act 2006, can be found on the Company's website at <https://bravebison.com/>

Explanation of the resolutions to be proposed at the Annual General Meeting

For the benefit of shareholders we provide the following notes concerning some of the resolutions to be placed before them at the Annual General Meeting:

(a) Resolution 1: Accounts and reports

For each financial period, the Directors are required to lay the audited accounts, the Directors' report and the auditors' report before the Company in Annual General Meeting.

(b) Resolution 2: Reappointment of Director

In accordance with the Articles one director is required to retire by rotation under article 35.2

(the "Retiring Director") to satisfy the "Minimum Retirement Number" and this may be further to one director wishing to volunteer. The provisions of articles 35.3 and 35.4 provide that the Retiring Director can, if willing to act, be re-appointed at the same AGM.

(c) Resolution 3: Reappointment of auditors

At each Annual General Meeting at which accounts are laid before shareholders, the Company is required to appoint auditors to serve until the next such meeting. Accordingly, resolution 3 seeks the reappointment of Moore

Kingston Smith LLP as the Company's auditors to serve until the next Annual General Meeting of the Company and, in accordance with normal practice, authorises the Directors to determine their remuneration.

(d) Resolution 4: Final Dividend 2024

The payment of a final dividend of 0.22 pence per ordinary share in respect of the financial year ended 31 December 2024, which is recommended by the Board and requires the approval of shareholders in an Annual General Meeting. Such dividend would be payable on 1 July 2025 to shareholders whose names appear on the register of members at the close of business on 30 May 2025.

(e) Resolutions 5 and 6: Directors' authority to allot shares

The Directors may only allot shares or grant rights over shares if authorised to do so by the shareholders. The Directors also require additional authority from shareholders to allot shares or grant rights over shares where they propose to do so for cash and otherwise than to existing shareholders pro rata to their holdings. The authorities granted at the Company's Annual General Meeting held on 19 June 2024 are due to expire at the Company's Annual General Meeting in 2025 and therefore require renewal. Resolutions 5 and 6, if passed, will continue to give the Directors flexibility to act in the best interests of the shareholders, when the opportunity arises, by issuing new shares. Resolution 5 will be proposed as an ordinary resolution to grant a new authority to allot unissued share capital up to an aggregate nominal value of £444,528 representing approximately one-third of the issued share capital of the Company as at 25 June 2025, and a further authority to allot an additional one-third of the issued share capital of the Company as at 25 June 2025 provided that such allotment is reserved for rights issues. Resolution 6 will be proposed as a special resolution to allot shares or grant rights over shares for cash and otherwise than to existing shareholders pro rata to their holdings. The authority will be limited to shares issued up to a maximum aggregate nominal value of £133,358 being 10% of the issued Ordinary Share capital. These two authorities, if given, will expire on the earlier of the conclusion of the next Annual General Meeting in 2026 or on the date which is 15 months after the relevant resolution is passed.

(f) Resolution 7: Company's authority to purchase its own shares

The Board wishes to seek authority to make market purchases of up to 133,358,539 Ordinary Shares, representing up to 10% of the current issued share capital of the Company. The Directors have no immediate intention of purchasing the Company's Ordinary Shares but wish to be able to do so where this would be in the best interests of Shareholders as a whole.

(g) Resolution 8: Annual General Meetings

Resolution 8 enables the Company to call general meetings other than an AGM on at least 14 clear days' notice. The approval will be effective until the Company's next AGM, when it is intended that a similar resolution will be proposed. Changes made to the CA 2006 by the Companies (Shareholders' Rights) Regulations 2009 increase the notice period required for Annual General Meetings of the Company to at least 21 clear days unless shareholders approve a shorter notice period, which cannot however be less than 14 clear days (AGMs will continue to be held on at least 21 days' clear notice).

