THIS DOCUMENT IS IMPORTANT AND REQUIRES YOUR IMMEDIATE ATTENTION. If you are in any doubt as to the action you should take, you should immediately consult your stockbroker, bank manager, solicitor, accountant, or other financial adviser authorised under the Financial Services and Markets Act 2000 if you are in the United Kingdom or, if you are not, another appropriately authorised financial adviser to seek your own personal financial advice. If you have sold or otherwise transferred all of your shares in Trustpilot Group plc (the "Company" or "Trustpilot"), please send this document, together with the accompanying documents (but not the personalised form of proxy), 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 delivery to the purchaser or transferee.

Trustpilot

Trustpilot Group plc

(incorporated and registered in England and Wales under number 13184807)

NOTICE OF GENERAL MEETING

This document should be read as a whole and in conjunction with the accompanying Form of Proxy. Your attention is drawn to the letter from the Chair of the Company, which is set out on pages 3 to 4 of this document.

Notice of a General Meeting of Trustpilot to be held at 5th Floor, The Minster Building, 21 Mincing Lane, London, EC3R 7AG, United Kingdom at 11:30 a.m. on Tuesday, 8 December 2026 is set out in this document.

Shareholders are encouraged to vote either in advance of the General Meeting or at the meeting itself. Enclosed with this document is a Form of Proxy for use in respect of the General Meeting. Shareholders wishing to vote in advance may appoint a proxy by submitting their completed Forms of Proxy as soon as possible and, in any event, so as to arrive at the offices of the Company's registrars, Equiniti, Highdown House, Yeoman Way, Worthing, West Sussex, BN99 6DA, not later than 11:30 a.m. on Friday, 4 December 2026.

Alternatively, you may register your proxy appointment or voting directions electronically via the www.shareview.co.uk website not later than 11:30 a.m. on Friday, 4 December 2026 (further information regarding the use of this facility is set out in the notes to the Notice of General Meeting). If you hold your ordinary shares of £0.01 each in the capital of the Company ("Ordinary Shares") in CREST, you may appoint a proxy by completing and transmitting a CREST Proxy Instruction so as to be received by the Company's registrars, Equiniti, not later than 11:30 a.m. on Friday, 4 December 2026. A summary of the action to be taken by Shareholders in relation to the General Meeting is set out in the section titled "Voting – action to be taken" of the Chair's letter on page 4 of this document and in the accompanying Notice of General Meeting.

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Expected Timetable of Principal Events

Publication of this document	12 November 2026
Latest time and date for receipt of Forms of Proxy or CREST Proxy Instruction	11:30 a.m. on 4 December 2026
Time and date shareholders must be registered in the Register of Members to be entitled to attend and vote at the General Meeting	6.30 p.m. on 4 December 2026
Time and date of the General Meeting	11:30 a.m. on 8 December 2026

Notes:

1. References to times are to London times unless stated otherwise.
2. The timetable set out above assumes that there is no adjournment of the General Meeting. If there is an adjournment of the General Meeting, all subsequent dates are likely to be later than those shown.
3. Any changes to the timetable set out above will be announced via a Regulatory Information Service.

Helpline

Questions of a factual nature relating to the special resolution to be proposed at the General Meeting or relating to the Form of Proxy enclosed with this document, may be directed to the Company's registrars, Equiniti, using the telephone helpline number +44 (0)371 384 2030 between 8.30 a.m. and 5.30 p.m. on any day (other than a Saturday or Sunday or public holiday). Please note that calls to these numbers may be monitored or recorded. This helpline will not be able to provide advice on the merits of the special resolution to be proposed at the General Meeting, or give personal, legal, financial or tax advice.

Letter from the Chair

Dear Shareholder

I am writing to invite you to a General Meeting (the "Meeting") of Trustpilot Group plc (the "Company"), which will be held at 11:30 a.m. on Tuesday, 8 December 2026 at 5th Floor, The Minster Building, 21 Mincing Lane, London, EC3R 7AG, United Kingdom. Enclosed with this document is a Form of Proxy for use at the Meeting.

The purpose of the Meeting is to ask shareholders to approve steps to address a matter the Company's board of Directors (the "Board") has been made aware of regarding the Company's distributable reserves which impacts certain purchases of shares made pursuant to its share buyback programmes and loans it provided to the trustee of the Trustpilot Employee Benefit Trust (the "Trust"), as previously announced in the Company's half year results announcement published on 15 September 2026.

Whilst the Company followed its usual internal processes to confirm that it had sufficient distributable reserves before commencing its share buyback programmes, the Board has since become aware that certain technical guidance on the determination of distributable reserves was applied incorrectly, which resulted in certain reserves being incorrectly classified as distributable for the purposes of the Companies Act 2006 (the "Act"). As a result, the Company's purchases of shares in respect of which payments were made between 12 February 2024 and 20 May 2024 (inclusive), between 16 December 2025 and 16 March 2026 (inclusive), and between 26 May 2026 and 31 August 2026 (inclusive) (the "Affected Share Buybacks"), and certain loans provided to the trustee of the Trust to enable it to purchase shares between 23 December 2025 and 13 January 2026 (inclusive) to satisfy vestings under the Company's employee incentive arrangements (the "Affected Trust Funding"), were not carried out in full compliance with the Act. At times during these periods, the Company had sufficient distributable reserves to support the relevant purchases and funding. However, as those additional reserves were not reflected in interim accounts filed at Companies House at the relevant time, they cannot be treated as available distributable reserves for the purposes of the Act. This matter does not affect the Company's financial position either historically or today. Further details are set out in the Explanatory note to the Resolution on pages 6 and 7. For the avoidance of doubt, share buybacks other than the Affected Share Buybacks are not affected by the matter described above.

What this means for shareholders and employees

The matter described above does not affect shareholders who participated in the Affected Share Buybacks. The Affected Share Buybacks were carried out through the Company's brokers, who acquired shares in the market from the Company's shareholders and the Company subsequently purchased its own shares from the brokers. As such, the proposed remediation steps are with the Company and its brokers, rather than its shareholders. Similarly, the matter does not affect shares already received, or which may in future be received, by employees under the Company's employee incentive arrangements.

Purpose of the Meeting

The Board is convening the Meeting to ask shareholders to approve a special resolution (the "Resolution") which, if passed, will authorise the steps needed to put all potentially affected parties, so far as possible, in the position they were intended to be in had the requirements of the Act been met at the relevant times. The Board has been advised that this course of action is an appropriate and prudent means of resolving the matter and is consistent with the approach taken by other UK listed companies in similar circumstances.

In summary, shareholders are being asked to approve:

- ratification of the payments made for the Affected Share Buybacks and the loans it provided as part of the Affected Trust Funding, and the appropriation of the Company's distributable reserves to those payments, so that the payments are treated as having been made out of the Company's available distributable reserves;
- new off-market buyback contracts with the brokers engaged by the Company for its buyback programmes, under which the Company will lawfully acquire the Affected Share Buyback shares for nominal consideration of £1 payable to each broker and the parties will mutually waive related claims;
- a deed under which the Company and the trustee of the Trust will waive specified claims against each other relating to the Affected Trust Funding (the "Trust Deed of Release"); and
- a deed releasing current and former Directors from claims relating to the Affected Share Buybacks and the Affected Trust Funding (the "Directors' Deed of Release").

Letter from the Chair continued

Voting - action to be taken

Voting on the Resolution will be conducted by way of a poll. The Resolution will be proposed as a special resolution, which means that it requires at least 75% of the votes cast to be voted in favour in order to be passed. You are encouraged to complete, sign and return the Form of Proxy as soon as possible, and in any event, so as to arrive at the offices of the Company's registrars, Equiniti, Highdown House, Yeoman Way, Worthing, West Sussex, BN99 6DA, not later than 11:30 a.m. on Friday, 4 December 2026, being 48 hours before the time appointed for the Meeting (excluding any part of any day that is not a working day). Alternatively, you may register your proxy appointment or voting directions electronically via the www.shareview.co.uk website not later than 11:30 a.m. on Friday, 4 December 2026. Further information regarding the use of this facility is set out in the notes to the Notice of General Meeting. If you hold your Ordinary Shares in CREST, you may appoint a proxy by completing and transmitting a CREST Proxy Instruction so as to be received by the Company's registrars, Equiniti, by no later than 11:30 a.m. on Friday, 4 December 2026.

Recommendation

Entry into the Directors' Deed of Release is a significant transaction and related party transaction for the purposes of the UK Listing Rules. The Board considers that entry into the Directors' Deed of Release is fair and reasonable so far as the shareholders of the Company are concerned having been so advised by its sponsor, Deutsche Bank AG, London Branch. As required by the UK Listing Rules, in the Board's opinion, the Resolution is in the best interests of shareholders as a whole. As noted above, the Resolution seeks to put all potentially affected parties, so far as possible, in the position they were intended to be in had the requirements of the Act been met at the relevant times.

All of the Board, except Marcus Roy, were Directors of the Company during the periods in which the Affected Share Buybacks were undertaken and the Affected Trust Funding was provided. Given those Directors' interest in the Resolution, those Directors will not vote on the Resolution and they cannot make a recommendation to shareholders as to how they should vote on the Resolution, other than that they should vote on the Resolution.

Marcus Roy, who was not on the Board during the relevant period, considers the Resolution to be in the best interests of the Company and shareholders as a whole and recommends that shareholders vote in favour of it, as he intends to do in respect of his own beneficial holding.

Results

The results of the Meeting will be announced through a Regulatory Information Service and on the Company's website, investors.trustpilot.com, as soon as possible after the Meeting has been held.

We are grateful for your understanding in respect of the matters set out in this document and thank you for your continued support of Trustpilot Group plc.

Yours faithfully

Zillah Byng-Thorne
Chair
Trustpilot Group plc

Notice of General Meeting

Notice is hereby given that a General Meeting (the "Meeting") of Trustpilot Group plc (the "Company") will be held at 11:30 a.m. on Tuesday, 8 December 2026 at 5th Floor, The Minster Building, 21 Mincing Lane, London, EC3R 7AG, United Kingdom to consider and, if thought fit, to pass the following resolution as a special resolution.

Special resolution

1. THAT:

1.1 in relation to the purchases by the Company of 21,606,366 ordinary shares of £0.01 each in the capital of the Company (the "Shares") in respect of which payments were made during the periods from 12 February 2024 to 20 May 2024 (inclusive), from 16 December 2025 to 16 March 2026 (inclusive) and from 26 May 2026 to 31 August 2026 (inclusive) (each an "Affected Share Buyback" and together the "Affected Share Buybacks"):

(a) the Company hereby ratifies and confirms the making of payments in relation to such purchases and the appropriation of the distributable reserves of the Company to such payments be and is hereby authorised by reference to a payment date identical to the payment date for the Affected Share Buybacks;

(b) the Company be and is hereby authorised for the purposes of section 694 of the Companies Act 2006 (the "Act"), to make off-market purchases (within the meaning of section 693(2) of the Act) of the Shares in accordance with the terms of the proposed buyback deeds to be entered into between the Company and each of Deutsche Bank AG, London Branch ("Deutsche Numis"), and Joh. Berenberg, Gossler & Co. KG, London Branch ("Berenberg", and together with Deutsche Numis, the "Brokers"), in the form produced to the Meeting and initialled by the Chair for the purposes of identification, in each case for consideration of £1 payable by the Company to the relevant Broker (the "Buyback Deeds"), such authority to expire at the conclusion of the next annual general meeting of the Company (unless renewed, varied or revoked by the Company prior to that date);

(c) any and all claims which the Company has or may have against each of the Brokers arising out of or in connection with the Affected Share Buybacks, including in relation to payments made for the Affected Share Buybacks (including any commissions, expenses, taxes and any related applicable interest) be waived and released in accordance with the terms of the Buyback Deeds; and

(d) any distribution involved in the giving of any such release to the Brokers in relation to the Affected Share Buybacks pursuant to the terms of the Buyback Deeds be made out of the distributable reserves of the Company appropriated to each Affected Share Buyback by reference to a payment date identical to the payment date for each such Affected Share Buyback;

1.2 in relation to the loans provided by the Company to Equiniti Trust (Jersey) Limited (the "Trustee"), in its capacity as trustee of the Trustpilot Employee Benefit Trust (the "Trust"), for the purpose of acquiring Shares during the period from 23 December 2025 to 13 January 2026 in the aggregate amount of £4,999,999 (the "Affected Trust Funding"):

(a) the Company hereby ratifies and confirms the provision of such loans and the appropriation of the distributable reserves of the Company to such loans be and is hereby authorised by reference to the date on which such loans were provided by the Company;

(b) any and all claims which the Company has or may have against the Trustee arising out of or in connection with the Affected Trust Funding, including any liability arising on that basis to repay or restore to the Company an amount equal to all or any part of the Affected Trust Funding, be waived and released in accordance with the terms of the Trust Deed of Release (as defined below);

(c) the Company be and is hereby authorised to enter into a deed of release in favour of the Trustee in the form produced to the General Meeting and initialled by the Chair for the purposes of identification (the "Trust Deed of Release"); and

(d) any distribution involved in the giving of the release referred to in this paragraph 1.2 in relation to the Affected Trust Funding be made out of the distributable reserves of the Company appropriated to each relevant loan by reference to a date identical to the date on which each such loan was provided;

1.3 any and all claims which the Company has or may have against its Directors (whether past or present) arising out of or in connection with the Affected Share Buybacks and the Affected Trust Funding be waived and released and the deed of release in favour of such persons be entered into by the Company in the form produced to the Meeting and initialled by the Chair of the Meeting for the purposes of identification (the "Directors' Deed of Release"); and

1.4 any Director in the presence of a witness, any two Directors, or any Director and the Company Secretary be authorised to execute the Buyback Deeds, the Trust Deed of Release and the Directors' Deed of Release on behalf of the Company.

By order of the Board

Anne McSherry
Company Secretary
12 November 2026
Trustpilot Group plc

Registered office: 5th Floor, The Minster Building,
21 Mincing Lane, London, EC3R 7AG, United Kingdom

Incorporated and registered in England and Wales with registered number 13184807

Explanatory note to the Resolution

1. Background and purpose of the General Meeting

Under the Companies Act 2006 (the "Act"), a public company may only make a distribution (which, for these purposes, includes the purchase by a company of its own shares) out of its distributable reserves, which are determined by reference to the last individual company annual accounts (or, if those do not show sufficient distributable reserves, interim accounts specifically prepared for the purpose and filed at Companies House). Distributable reserves are also relevant to a company providing funding to an employee benefit trust to purchase shares in the company, because such funding must be provided out of distributable reserves under the Act.

The Company has historically treated its share-based compensation reserve as comprising a realised profit and therefore as forming part of its distributable reserves. Following a review, the Board has concluded that this reserve should not in fact be treated as forming part of the Company's distributable reserves.

If the share-based compensation reserve is discounted from the Company's distributable reserves, the relevant accounts relied upon by the Company did not show sufficient distributable reserves to support the Company's purchases of its own shares in respect of which payments were made during the following periods (the "Affected Share Buybacks"):

- 12 February 2024 to 20 May 2024 (inclusive);
- 16 December 2025 to 16 March 2026 (inclusive); and
- 26 May 2026 to 31 August 2026 (inclusive).

In addition, the Company provided loans to Equiniti Trust (Jersey) Limited (the "Trustee"), in its capacity as trustee of the Trustpilot Employee Benefit Trust (the "Trust"), for the purpose of acquiring shares in the Company between 23 December 2025 and 13 January 2026 (inclusive) in order to satisfy vestings arising in connection with the Company's employee incentive arrangements (the "Affected Trust Funding"). Because the Affected Trust Funding was justified by reference to the same distributable reserves position, there was, applying the same analysis, a shortfall in distributable reserves in connection with the Company's provision of the Affected Trust Funding.

At times during the periods identified above, the Company did as a matter of fact (rather than law) have sufficient distributable reserves (excluding the share-based compensation reserve) to support the relevant purchases and funding. However, because those additional reserves were not reflected in interim accounts filed at Companies House at the relevant time, they cannot be treated as available distributable reserves for the purposes of the Act.

The Resolution, which will be proposed as a special resolution, is intended to remedy the legal consequences of the Affected Share Buybacks and the Affected Trust Funding having been undertaken otherwise than in accordance with the Act. The approach that the Company is proposing follows an established approach used by other UK listed companies that have identified historic issues with distributable reserves.

2. Appropriation of distributable reserves

The approach that the Company is proposing involves the ratification of the Affected Share Buybacks and the Affected Trust Funding and the appropriation of the Company's distributable reserves to the payment of the purchase price for the shares purchased under the Affected Share Buybacks, having an aggregate value of £40,366,920, and to the relevant loans made by the Company to the Trustee, in its capacity as trustee of the Trust, in the aggregate amount of £4,999,999. As a matter of common law, this requires shareholder approval.

3. The Buyback Deeds

The Company is proposing to enter into buyback deeds with the Company's brokers engaged on the share buyback programmes, Deutsche Bank AG, London Branch (trading as Deutsche Numis) ("Deutsche Numis") and Joh. Berenberg, Gossler & Co. KG, London Branch ("Berenberg", and together with Deutsche Numis, the "Brokers"), to effect the lawful transfer of the shares that were previously purported to be purchased by the Company from each of them (the "Buyback Deeds"). The Company's entry into the Buyback Deeds requires shareholder authorisation under section 694 of the Act. For the purposes of the Act, each Buyback Deed is an off-market share purchase contract, as the relevant shares will be purchased otherwise than on a recognised investment exchange. Specific authority to make the off-market purchases is being sought in the Resolution. The shares will be cancelled by the Company once acquired pursuant to the Buyback Deeds.

The Buyback Deeds provide for the transfer of title in the shares from the Brokers to the Company, in each case for consideration of £1. The Brokers will acknowledge that completion of the transaction contemplated by the Buyback Deeds satisfies any and all of the Company's obligations to restore legal title to the relevant shares to it. The Company and the Brokers will also mutually waive certain rights or claims that they have or may have against each other in respect of the Affected Share Buybacks.

The entry by the Company into the Buyback Deeds will result in the Company's distributable reserves being reduced by £2, being the aggregate consideration to be paid under the Buyback Deeds, but will otherwise have no effect on the Company's financial position.

4. The Directors' Deed of Release

As a result of these matters, the Company could have claims against the directors of the Company in office at the time the Affected Share Buybacks and Affected Trust Funding were undertaken (the "Relevant Directors"). The Company has no intention of pursuing any such claims and therefore shareholders are also being asked to approve the Company's release of any rights that it may have to make claims against the Relevant Directors in connection with the Affected Share Buybacks and the Affected Trust Funding. The Board would itself have a conflict of interest in approving such a release because members of the Board include Relevant Directors who are named as beneficiaries of the Directors' Deed of Release.

The entry by the Company into the Directors' Deed of Release will not have any effect on the Company's financial position because the Company has not recorded or disclosed its potential right to make claims against the Relevant Directors in respect of the Affected Share Buybacks and the Affected Trust Funding as an asset or contingent asset of the Company.

Under the Company's IFRS accounting policies, it could only record such a right as an asset when an inflow of economic benefits in favour of the Company as a result of such claim or claims being brought was virtually certain. The value of any economic benefit which the Company may derive from bringing claims against the Relevant Directors is uncertain (and, in any case, incapable of reliable estimation) on the basis that the Relevant Directors would be entitled to seek relief from a court against such claims and there can be no certainty as to the amounts (if any) which could be recovered by the Company.

In addition, under IFRS, a contingent asset is required to be disclosed only when an inflow of economic benefits in favour of the Company is probable. The Directors have concluded that any inflow of economic benefits as a result of such claims is less than probable.

Therefore, the Company's entry into the Directors' Deed of Release does not involve the disposition of any asset or contingent asset by the Company in favour of the Relevant Directors.

5. The Trust Deed of Release

Shareholders are also being asked to approve the Company's release of any rights that it may have to make claims against the Trustee, in its capacity as trustee of the Trust, arising out of or in connection with the Affected Trust Funding. The Company has not recorded or disclosed any right potentially to make claims against the Trustee in respect of the Affected Trust Funding as an asset or contingent asset in its financial statements, because any inflow of economic benefit from such a claim is not virtually certain, and is less than probable. Entry into the Trust Deed of Release will not, therefore, involve the disposal of any asset or contingent asset of the Company, nor will it have any effect on the Company's financial position.

6. Other information

As the Affected Share Buybacks were undertaken otherwise than in accordance with the Act, the shares that were the subject of the Affected Share Buybacks currently remain in issue. As such, the share capital of the Company as at 5 November 2026 (being the latest practicable date prior to the publication of this Notice) comprises 407,530,849 ordinary shares of £0.01 each. The Company does not hold any ordinary shares in treasury, therefore the total number of voting rights in the Company as at 5 November 2026 is 407,530,849.

As at 5 November 2026 (being the latest practicable date prior to the publication of this Notice), there were 15,130,862 warrants to subscribe for 15,130,862 ordinary shares and conditional awards granted under the Company's employee share plans to subscribe for 18,432,533 ordinary shares representing in aggregate approximately 8.24% of the Company's issued ordinary share capital (excluding treasury shares) as at that date.

Immediately following entry into the Buyback Deeds, all of the shares purchased by the Company pursuant to terms of the Buyback Deeds will be cancelled. Subject to further shares issued or repurchased between 5 November 2026 and the date on which such cancellations occur, the share capital of the Company will comprise 385,924,483 ordinary shares of £0.01 each. In such case, the outstanding warrants and conditional awards granted under the Company's employee share schemes to subscribe for shares (see above) would, if exercised, represent approximately 8.70% of the Company's issued ordinary share capital at the relevant date.

For the purposes of the Company's employee share plans, the Company applies the UK-standard 10% share plans dilution limit. For the purposes of this limit, as is normal, no account is taken of any share awards granted before or at the time of the Company's admission to the London Stock Exchange. This includes all warrants to subscribe for ordinary shares of £0.01 each and conditional awards granted under the Company's employee share plans at the time of admission. Also, no account is taken of rights to acquire ordinary shares of £0.01 each or interests in ordinary shares of £0.01 each which have lapsed or have been surrendered or released. Any conditional awards granted under the Company's employee share plans which will be satisfied from ordinary shares of £0.01 each sourced by purchases made through the Company's employees' share trust are also excluded.

There are no governmental, legal or arbitration proceedings (including any such proceedings which are pending or threatened of which the Company is aware) during the period covering the 12 months prior to the date of this document which may have, or have had in the recent past, significant effects on the financial position or profitability of the Company.

General notes to the Notice of General Meeting

The following notes explain your general rights as a member and your rights to attend, speak and vote at the Meeting or to appoint someone else to attend, speak and vote on your behalf.

Eligibility to attend and vote at the Meeting

1. To be entitled to attend and vote, whether in person or by proxy, at the Meeting, members must be registered in the Register of Members of the Company at 6.30 p.m. on Friday, 4 December 2026 (or, if the meeting is adjourned, at 6.30 p.m. on the date which is two days (excluding non-working days) prior to the adjourned meeting). Changes to entries on the Register of Members after the applicable time shall be disregarded in determining the rights of persons to attend or vote (and the number of votes they may cast) at the Meeting or adjourned meeting.

2. Should it become necessary or appropriate to revise the current arrangements for the Meeting, details of any such changes will be made available on the Company's website, investors.trustpilot.com, and via a Regulatory Information Service announcement, as appropriate.

3. A member is entitled to appoint one or more proxies to exercise all or any of their rights to attend, speak and vote at the Meeting instead of themselves, provided that each proxy is appointed to exercise the rights attaching to different shares held by such member. Details of how to appoint more than one proxy using the proxy form are set out on the form of proxy and in its notes. Appointing a proxy will not prevent a member from attending, speaking and voting at the Meeting.

Appointment of proxies

4. Members are strongly encouraged to appoint the Chair of the Meeting as their proxy and also to register any questions in advance. Details of how to appoint the Chair of the Meeting as your proxy using the form of proxy are set out on the form of proxy and in its notes.

5. A member entitled to attend, speak and vote at the Meeting may appoint another person(s) (who need not be a member of the Company) to exercise all or any of their rights to attend, speak and vote at the Meeting. A member can appoint more than one proxy in relation to the Meeting, provided that each proxy is appointed to exercise the rights attaching to different shares held by such member.

6. A proxy does not need to be a member of the Company but must attend the Meeting to represent you. Your proxy could be the Chair, another Director or another person who has agreed to attend the Meeting to represent you. Your proxy must vote as you instruct and must attend the Meeting for your vote to be counted. Appointing a proxy does not preclude you from attending, and voting at, the Meeting.

7. Details of how to appoint a proxy are set out in the notes to the form of proxy. If you do not have a form of proxy and believe that you should have one, or if you require additional forms, please contact Equiniti:

   - by telephone on +44 (0)371 384 2030; or
   - in person or in writing at Highdown House, Yeoman Way, Worthing, West Sussex, BN99 6DA United Kingdom.

   As an alternative to completing a hard copy of the form of proxy, proxies may be appointed electronically in accordance with note 8 of these general notes to the Notice of General Meeting.

8. In order to be valid an appointment of proxy must be returned (together with any authority under which it is executed or a copy of the authority certified) by one of the following methods:

   - in hard copy form by post, by courier or by hand to the Company's registrar, Equiniti, at Highdown House, Yeoman Way, Worthing, West Sussex, BN99 6DA United Kingdom;
   - by completing it online at www.shareview.co.uk by following the on-screen instructions to submit it, if you have not already registered you will need your shareholder reference number provided on your form of proxy. Alternatively, shareholders who have already registered with Equiniti's online portfolio service, Shareview, can appoint their proxy electronically by logging on to their portfolio at www.shareview.co.uk by using their usual user ID and password. Once logged in, simply click 'view' on the 'My Investments' page, click on the link to vote and then follow the on-screen instructions;
   - in the case of CREST members, by utilising the CREST electronic proxy appointment service in accordance with the procedures set out in note 10 below; or
   - institutional investors may also be able to appoint a proxy electronically via the Proxymity platform in accordance with the procedures set out in note 13 below,

   and in each case the appointment of proxy must be received by the Company not less than 48 hours before the time of the Meeting (excluding any part of any day that is not a working day) (i.e., not later than 11:30 a.m. on Friday, 4 December 2026).

9. To change your proxy instructions, you may return a new proxy appointment using the methods set out above. Where you have appointed a proxy using the hard copy form of proxy provided to you and would like to change the instructions using another hard copy form of proxy, please contact Equiniti:

   - by telephone on +44 (0)371 384 2030; or
   - in person or in writing at Highdown House, Yeoman Way, Worthing, West Sussex, BN99 6DA United Kingdom.

   The deadline for receipt of proxy appointments (see note 8 above) also applies in relation to amended instructions. Any attempt to terminate or amend a proxy appointment received after the relevant deadline will be disregarded. Where two (or more) valid appointments of proxy are received in respect of the same share(s) in relation to the same meeting, the one which is last sent shall be treated as replacing and revoking the other (or others) as regards the relevant share(s). If the Company is unable to determine which appointment of proxy is last sent, the one which is last received shall be so treated. If the Company is unable to determine which appointment was last sent or received, none of them shall be treated as valid in respect of the relevant share(s).

Appointment of proxies through CREST

10. CREST members who wish to appoint a proxy or proxies by utilising the CREST electronic proxy appointment service may do so by utilising the procedures described in the CREST Manual on the Euroclear website (www.euroclear.com/CREST). CREST Personal Members or other CREST sponsored members, and those CREST members who have appointed 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 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 ("EUI") specifications and must contain the information required for such instructions, as described in the CREST Manual.

11. The message regardless of whether it constitutes the appointment of a proxy or an amendment to the instruction given to a previously appointed proxy must, in order to be valid, be transmitted so as to be received by the issuer's agent (ID number – RA19) by the latest time(s) for receipt of proxy appointments specified in the Notice. For this purpose, the time of receipt will be taken to be the time (as determined by the timestamp applied to the message by the CREST Applications Host) from which the issuer's agent is able to retrieve the message by enquiry to CREST in the manner prescribed by CREST. 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.

12. CREST members and, where applicable, their CREST sponsors or voting service provider(s) should note that EUI does not make available special procedures in CREST for any particular messages. 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 their 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 service provider(s) are referred, in particular, to those sections of the CREST Manual concerning practical limitations of the CREST system and timings.

Appointment of proxies through Proxymity

13. 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 Company's registrar.

    For further information regarding Proxymity, please go to www.proxymity.io. Your appointment of proxy must be received by the Company not less than 48 hours before the time of the Meeting (excluding any part of any day that is not a working day) (i.e., prior to 11:30 a.m. on Friday, 4 December 2026) in order to be considered valid. 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.

Corporate representatives

14. A member of the Company which is a corporation may authorise a person or persons to act as its representative(s) at the Meeting. In accordance with the provisions of the Companies Act 2006, each such representative may exercise (on behalf of the corporation) the same powers as the corporation could exercise if it were an individual member of the Company, provided that they do not do so in relation to the same shares.

Nominated persons

15. A copy of this Notice has been sent for information only to persons who have been nominated by a member to enjoy information rights under section 146 of the Companies Act 2006 (a "Nominated Person"). The rights to appoint a proxy cannot be exercised by a Nominated Person: they can only be exercised by the member. However, a Nominated Person may have a right under an agreement between such Nominated Person and the member by whom they were nominated to be appointed as a proxy for the meeting or to have someone else so appointed. If a Nominated Person does not have such a right or does not wish to exercise it, they may have a right under such an agreement to give instructions to the member as to the exercise of voting rights.

16. If you are a Nominated Person, you have been nominated to receive general shareholder communications directly from the Company, but it is important to remember that your main contact in terms of your investment remains as it was (i.e., the registered member of the Company, or perhaps the custodian or broker, who administers the investment on your behalf). Therefore, any changes or queries relating to your personal details and holding (including any administration thereof) must continue to be directed to your existing contact at your investment manager or custodian. The Company cannot guarantee dealing with matters that are directed to it in error. The only exception to this is where the Company, in exercising one of its powers under the Companies Act 2006, writes to you directly for a response.

General notes to the Notice of General Meeting continued

Voting at the meeting

17. Voting on the Resolution will be conducted by way of a poll rather than a show of hands. This is a more transparent method of voting as member votes are to be counted according to the number of shares held. Members and proxies attending the Meeting in person will be asked to complete a poll card to indicate how they wish to cast their votes. These cards will be collected at the end of the Meeting.

18. As soon as practicable following the Meeting, the results of the voting at the Meeting and the numbers of proxy votes cast for and against and the number of votes actively withheld in respect of the Resolution will be announced via a Regulatory Information Service and also placed on the Company's website, investors.trustpilot.com.

Questions

19. Any member attending the Meeting has the right to ask questions. The Company must cause to be answered at the Meeting any question relating to the business being dealt with at the Meeting which is put by a member of the Company attending the Meeting, except: (i) if to do so would interfere unduly with the preparation for the Meeting or involve the disclosure of confidential information; (ii) if the answer has already been given on a website in the form of an answer to a question; or (iii) if it is undesirable in the interests of the Company or the good order of the Meeting that the question be answered.

Data protection

20. The Meeting may involve the processing of members' personal data, as defined in the EU General Data Protection Regulation ("GDPR") or UK GDPR. This includes all data provided by members, or on their behalf, which relates to them as members, including without limitation their names and contact details, the number and type of shares held and the votes cast. The Company may process and disclose this personal data in accordance with the Company's Privacy Notice, a copy of which can be viewed at legal.trustpilot.com/for-investors/privacy-notice.

Additional information

21. All times stated in this Notice are London times unless stated otherwise.

22. A copy of this Notice, final forms of the Buyback Deeds, the Trust Deed of Release and the Directors' Deed of Release and other information required by section 311A of the Companies Act 2006 can be found on the Company's website, uk.corporate.trustpilot.com/investors/shareholder-meetings.

23. The final forms of the Buyback Deeds, the Trust Deed of Release and the Directors' Deed of Release are available for inspection at the registered office of the Company during usual business hours (Saturdays, Sundays and public holidays excepted) and will be available at the place of the Meeting for at least 15 minutes prior to and during the Meeting.

Electronic communications

24. You may not use any electronic address provided in this Notice to communicate with the Company for any purposes other than those expressly stated.

25. Please note that the Company takes all reasonable precautions to ensure no viruses are present in any electronic communication it sends out but the Company cannot accept responsibility for loss or damage arising from the opening or use of any email or attachments from the Company and recommends that members subject all messages to virus checking procedures prior to use. Any electronic communication received by the Company, including the lodgement of an electronic form of proxy, that is found to contain any virus will not be accepted.

This document does not constitute legal advice. Specific advice should be sought on your specific circumstances before taking any action (or deciding not to take any action) in reliance on the contents of this document.

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