

## A LETTER FROM OUR CHAIRMAN

### Dear Shareholder

I am pleased to write to you with details of this year's Annual General Meeting (AGM), which is to be held at Enbrook Park, Sandgate, Folkestone CT20 3SE on 14 June 2021 at 11.00am. The formal Notice of the AGM and explanatory notes are attached.



The Company's Annual Report and Accounts for the year ended 31 January 2021 is now available to view and download on our website [www.corporate.saga.co.uk/investors/results-reports-presentations](http://www.corporate.saga.co.uk/investors/results-reports-presentations). For those shareholders who have not elected to receive electronic communications, a copy is enclosed.

Saga plc's AGM is a vital feature in the corporate calendar and provides the Board with a valuable opportunity to consult with shareholders. However, due to ongoing uncertainties caused by the COVID-19 pandemic, we have put measures in place to allow for a very limited number of persons from Saga to be present to conduct the meeting so that the legal requirements can be satisfied. Shareholders are otherwise encouraged to view the AGM proceedings remotely.

The wellbeing of Saga's colleagues and shareholders is of the utmost importance to the Board, and so we have taken the decision to recommend that shareholders view this year's AGM online. The Board encourages shareholders to submit their Forms of Proxy or Direction as early as possible, to enable your vote to be counted.

The Notice of AGM and voting forms contain all the necessary details for viewing the meeting, voting and asking questions.

The Board asks shareholders to provide any questions and to vote by proxy in advance of the meeting wherever possible. As a shareholder, you are strongly encouraged to appoint the Chairman of the meeting as your proxy, as this will ensure that votes are cast in accordance with your wishes.

Amendments to the articles of association of Saga plc (the 'Articles') are being proposed. These amendments are intended to bring the Articles up to date in a number of areas, including providing the ability to hold our AGM or general meetings in a hybrid format (meaning a physical and online AGM held online at the same time, enabling shareholders to choose whether they attend and vote in person or remotely). The Company would also retain the ability to hold AGMs and general meetings in the traditional way as a physical meeting without remote attendance. No decision has been taken on how best to hold AGMs or general meetings in the future, but the Company believes that it is important to have flexibility to hold AGMs or general meetings in a different format, which is what the changes to the Articles would achieve. Clarification of the changes proposed to the Articles are included in the explanatory notes and appendix, together with information on how to view the new Articles.

All directors will retire at the AGM and are offering themselves for re-election this year (or election in my case). The remaining resolutions put to you for voting will be generally familiar to you and are explained in the explanatory notes.

The Board unanimously agrees that all resolutions set out in the Notice of AGM are in the best interests of the Company and its shareholders, and therefore recommends that shareholders vote in favour of all resolutions, as they intend to do themselves in respect of their own shares.

We are very grateful for your cooperation and understanding as we continue to navigate what is a very unusual situation for us all. I look forward to a time when I am able to welcome you to our AGM in person.

Yours sincerely,

**Sir Roger De Haan**

**Non-Executive Chairman of Saga plc**

Saga plc

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Registered Office: Enbrook Park, Sandgate, Folkestone, Kent CT20 3SE.  
Registered in England No. 8804263.

NST-GSI952