

6 June 2018

Dear Shareholder

I enclose a Notice of a General Meeting ("**Meeting**") of Feedback PLC (the "**Company**") and a Form of Proxy for your attention.

The Meeting will be held at the offices of Allenby Capital Limited, 5 St Helen's Place, London EC3A 6AB on **Friday 22nd June 2018 at 1PM** and the proposed business is to increase the authorities of the directors to allot securities.

Pursuant to the shareholder resolutions passed at the Annual General Meeting of the Company on 30th November 2017 the issue of shares (otherwise than in connection with an offer by way of rights issue to existing holders of shares and/or other securities) is authorised up to an aggregate nominal value of £123,208. Approximately 71% of this authority has now been utilised by the issue of shares in the Company and the directors are therefore seeking to increase the amount of shares that the directors can issue without further reference to the shareholders. The directors consider that the Company should have a reasonable degree of flexibility to allot equity securities for cash in order to raise working capital to fund the Company's development programme or if opportunities arise which they consider to be in the Company's best interests.

The Company's current issued share capital is 281,616,584 ordinary shares with a nominal value of £704,041.

It is proposed that the authorities and powers given under Resolutions 1 and 2 would expire at the next Annual General Meeting, expected to be held in November 2018, or six months after the Company's accounting reference date (whichever is the earlier).

The Board looks forward to receiving your support of all the proposed resolutions as follows:

Resolution 1: Power to Allot Ordinary Shares

This resolution seeks authority for the directors to allot unissued shares or other relevant securities up to (a) an aggregate nominal value of £234,680, equivalent to approximately one-third of the Company's current issued share capital and (b) in connection with an offer by way of rights issue or pre-emptive offer to the holders of Ordinary Shares in proportion to the respective numbers of Ordinary Shares held by them up to an aggregate nominal value of £469,360, equivalent to approximately two-thirds of the nominal amount of the Company's current issued share capital.

Resolution 2: Power to Allot Equity Securities for Cash

This resolution seeks authority, subject to the passing of Resolution 1, for the directors to allot securities for cash:

- (a) to existing shareholders on a pre-emptive basis in connection with a rights issue; and
- (b) to any persons without offering them first to existing shareholders in proportion to their shareholdings but limited to an aggregate nominal amount of £140,808 which equates to approximately 20 per cent. of the Company's current issued share capital.

Proxy voting

If you would like to vote on the resolutions but cannot come to the Meeting, please complete the enclosed Form of Proxy and return it to our Registrars as soon as possible but in any event by **1PM on Wednesday 20th June 2018**.

Shares held in uncertificated form (i.e. in CREST) may be voted through the CREST Proxy Voting Service in accordance with the procedures set out in the CREST manual.

Yours faithfully

Alastair Riddell
Director



FEEDBACK PLC

(incorporated and registered in England and Wales under number 00598696)

NOTICE OF GENERAL MEETING

NOTICE is hereby given that a General Meeting ("**Meeting**") of Feedback plc will be held at the offices of Allenby Capital Limited, 5 St. Helen's Place, London EC3A 6AB on **Friday 22nd June 2018 at 1PM**.

You will be asked to consider and vote on the resolutions below seeking authority for the directors to allot securities. Resolution 1 will be proposed as an ordinary resolution and Resolution 2 will be proposed as a special resolution.

Please see the Notes to this Notice below.

Ordinary Resolution

1. THAT the Directors be generally and unconditionally authorised and empowered pursuant to and in accordance with section 551 of the Companies Act 2006 (the "**Act**") to exercise all the powers of the Company to allot shares and/or grant rights to subscribe for or to convert any security into shares ("**Rights**"):
 - (a) up to an aggregate nominal value of £234,680 (being the nominal value of approximately one-third of the issued share capital of the Company); and
 - (b) up to an aggregate nominal value of £469,360 (being the nominal value of approximately two-thirds of the issued share capital of the Company) (such amount to be reduced by the nominal amount of any shares allotted or Rights granted under paragraph a) in connection with an offer by way of a rights issue or other pre-emptive offer to:
 - (i) the holders of Ordinary Shares in proportion (as nearly as may be practicable) to the respective numbers of Ordinary Shares held by them; and
 - (ii) holders of other equity securities, as required by the rights of those securities or, subject to such rights, as the directors otherwise consider necessary,

such authorities to expire at the next annual general meeting of the Company held after the date on which this resolution is passed or six months after the Company's accounting reference date (whichever is the earlier), save that the Company may at any time before such expiry make any offer(s) or enter into any agreement(s) which would or might require shares to be allotted or Rights to be granted after such expiry and the Directors may allot shares or grant Rights in pursuance of any such offer(s) or agreement(s) as if the authority conferred hereby had not expired. This resolution revokes and replaces all unexercised authorities previously granted to the Directors to allot shares or grant Rights but without prejudice to any allotment of shares or grant of Rights already made, offered or agreed to be made pursuant to such authorities.

Special Resolution

2. THAT subject to and conditional upon the passing of resolution number 1 above, the Directors be generally authorised in accordance with section 570 of the Act to allot equity securities (as defined in Section 560 of the Act) of the Company for cash as if section 561(1) of the Act did not apply to any such allotment, provided that this authority shall be limited to:
 - (a) the allotment of equity securities in connection with an offer by way of rights in favour of the holders of equity securities in proportion (as nearly as may be possible) to the respective number of Ordinary Shares held by them, but subject to such exclusions or other arrangements as the Directors may deem

necessary or expedient to deal with fractional entitlements or legal or practical problems in respect of overseas holders or otherwise;

- (b) the allotment of equity securities (otherwise than pursuant to sub-paragraph (a) above) up to a maximum aggregate nominal value of £140,808 (being the nominal value of approximately 20 per cent. of the issued share capital of the Company),

and this authority shall expire on the date the next annual general meeting of the Company held after the date on which this resolution is passed or six months after the Company's accounting reference date (whichever is the earlier), save that the Company may make any offer(s) or enter into any agreement(s) before such expiry which would or might require equity securities to be allotted after such expiry and the Directors may allot equity securities pursuant to any such offer(s) or agreement(s) as if the authority conferred hereby had not expired. This resolution revokes and replaces all unexercised authorities previously granted to the Directors to allot equity securities but without prejudice to any allotment of equity securities already made, offered or agreed to be made pursuant to such authorities.

6 June 2018

By Order of the Board

Alastair Riddell

Director

Feedback plc

Grange Park

Broadway

Bourn

Cambridgeshire

CB23 2TA

Notes to the Notice of General Meeting convened for 22nd June 2018

1. Members of the Company are entitled to appoint one or more proxies to exercise all or any of their rights to attend and, on a show of hands or poll, vote instead of him or her. A proxy need not be a member of the Company but must attend the Meeting to represent you. If you wish your proxy to speak on your behalf at the Meeting you will need to appoint your own choice of proxy (not the Chairman) and give your instructions directly to your appointee.
2. A form of proxy is enclosed with this notice. Instructions for use are shown on the form. Forms of proxy must be received by the Company's registrars, Share Registrars Limited, at The Courtyard, 17 West Street, Farnham, Surrey, GU9 7DR no later than **1PM on Wednesday 20th June 2018**.

Completion and return of a form of proxy does not preclude a member from attending and voting in person. If you have appointed a proxy and attend the Meeting in person, your proxy appointment will automatically be terminated. You can only appoint a proxy using the procedures set out in these notes and the notes to the proxy form.

3. 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(s) of the Meeting by using the procedures described in the CREST Manual. CREST personal members or other CREST sponsored members, and those CREST members who have appointed (a) voting service provider(s), should refer to their CREST sponsor or voting service provider(s), who will be able to take appropriate action on their behalf. In order for a proxy appointment or instruction made using the CREST service to be valid, the appropriate CREST message (a 'CREST Proxy Instruction') must be properly authenticated in accordance with Euroclear UK & Ireland Limited's specifications and must contain the information required for such instructions, as described in the CREST Manual (available

via <https://www.euroclear.com/en/about/our-rules.html> and 'login as a guest' when prompted). 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 Company's agent 7RA36 no later than 48 hours before the Meeting. 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 Company'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. CREST members and, where applicable, their CREST sponsors or voting service provider(s) should note that Euroclear UK & Ireland Limited 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 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 service provider(s) 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 (as amended).

4. In the case of joint holders, the vote of the senior joint holder who tenders a vote whether in person or by proxy will be accepted to the exclusion of the votes of the other joint holders and for this purpose, seniority will be determined by the order in which the names stand in the register of members of the Company in respect of the relevant joint holding.
5. You may appoint more than one proxy provided each proxy is appointed to exercise rights attached to a different share or shares held by you. You may not appoint more than one proxy to exercise rights attached to any one share. To appoint more than one proxy, please use a photocopy of the proxy form and specify the whole number of shares each proxy appointment relates to. Failure to specify the number of shares each proxy appointment relates to or a failure to specify the number of shares in excess of those held by you on the record date for voting purposes will result in the proxy appointments being invalid.
6. Pursuant to regulation 41 of the Uncertificated Securities Regulations 2001 and in accordance with the Articles of Association of the Company, the Company specifies that in order to have the right to attend and vote at the meeting (and also for the purpose of calculating how many votes a person entitled to attend and vote may cast), a person must be entered on the register of members of the Company by no later than **close of business on Wednesday 20th June 2018**, or, in the event that the meeting is adjourned, 48 hours prior to the time of any such adjourned meeting. Changes to entries on the register after this time shall be disregarded in determining the rights of any person to attend or vote at the meeting.
7. 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.
8. To change your proxy instructions you may submit a new proxy appointment using the methods set out above. Note that the cut-off times for receipt of proxy appointments (see above) also apply in relation to amended instructions; any amended proxy appointment received after the relevant cut-off time will be disregarded.

If you submit more than one valid proxy appointment, the appointment received last before the latest time for the receipt of proxies will take precedence.

