

18 October 2021

Dear Fellow Shareholder

On behalf of the Directors of Accent Group Limited (the **Company**), it is my pleasure to invite you to attend the 2021 Annual General Meeting (**AGM**) to be held on Friday, 19 November 2021 at 10:00am (AEDT).

Your Board has continued to closely monitor the impact of the COVID-19 pandemic and Government directives. **To ensure the health and wellbeing of our shareholders, our people and the community, we have decided to hold the AGM virtually again this year.**

The Notice of Meeting and details on accessing the virtual meeting platform are available at www.accentgr.com.au/for-investors. The virtual meeting will include an online voting facility and you can also vote prior to the AGM by lodging the voting form attached to the Notice of Meeting by no later than 10.00am (AEDT) on Wednesday, 17 November 2021. **Your Directors strongly encourage you to lodge your voting form prior to the AGM.**

The virtual meeting will also include a facility for you to ask questions in relation to the business of the meeting (through a chat functionality) or you can submit questions online when voting prior to the AGM at www.investorvote.com.au.

If you have any questions about the virtual AGM or about voting or submitting questions to the AGM, please feel free to contact the Company Secretary at investors@accentgr.com.au.

Your Directors unanimously recommend (with certain Directors abstaining where appropriate) that shareholders vote IN FAVOUR of ALL resolutions.

AGM

At the AGM, you will have the opportunity to vote on:

- Item 2:** the adoption of the Remuneration Report as set out on pages 29 to 43 of the Company's 2021 Annual Report;
- Item 3:** the re-election of Donna Player and election of Brett Blundy as directors of the Company; and
- Item 4:** the grant of performance rights to the Company's CEO, Daniel Agostinelli.

Following the 2020 AGM, the Company received feedback from some shareholders and proxy advisors regarding the level of disclosure in relation to the Company's remuneration practices. Your Board has considered this feedback and continued to take action to increase the level of detail and transparency provided in this year's Remuneration Report. The Board will continue to review executive remuneration to ensure that it aligns with the Company's strategy, motivates management and supports the delivery of sustainable long-term returns to shareholders.

I look forward to your attendance at our virtual 2021 AGM.

Yours faithfully,



David Gordon
Chairman