

THIS DOCUMENT, THE APPLICATION FORM AND THE ENCLOSED FORM OF PROXY ARE IMPORTANT AND REQUIRE YOUR IMMEDIATE ATTENTION. It contains the resolutions to be voted on at the Annual General Meeting of the Company to be held on 29 November 2021. If you are in any doubt about the contents of this document, or the action you should take, you are recommended to seek your own personal financial advice immediately from your stockbroker, bank manager, solicitor, accountant or other independent financial adviser who is authorised under the Financial Services and Markets Act 2000 (as amended) ("FSMA") if you are resident in the United Kingdom (or, if you are a person outside the UK, from another appropriately qualified and authorised independent financial adviser in your jurisdiction).

If you have sold or otherwise transferred all of your Existing Ordinary Shares prior to the date of this document, please immediately send this document, together with the accompanying Application Form and Form of Proxy, 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. If you have sold or transferred only part of your registered holding of Existing Ordinary Shares in the Company, you should retain this document and the accompanying documents and immediately consult with the stockbroker, bank or other agent through whom the sale or transfer was effected. The distribution of this document and/or any accompanying documents into a jurisdiction other than the United Kingdom may be restricted by law or regulation and therefore such documents should not be distributed, forwarded to or transmitted in or into the United States of America, Canada, Australia, Japan, New Zealand or the Republic of South Africa or into any other jurisdiction where to do so would breach any applicable law or regulation.

The total consideration under the Open Offer to Qualifying Shareholders will be less than €8 million (or an equivalent pounds sterling amount) in aggregate and it is therefore an exempt offer to the public for the purposes of section 86(1)(e) of FSMA and the Placing Shares will only be available to qualified investors for the purposes of the Prospectus Regulation or otherwise in circumstances not resulting in an offer of transferable securities to the public under section 102B of FSMA. Neither the Placing nor the Open Offer constitutes an offer to the public requiring an approved prospectus under section 85(1) of FSMA and accordingly this document does not constitute a prospectus for the purposes of the Prospectus Rules made by the Financial Conduct Authority of the United Kingdom ("FCA") pursuant to sections 73A(1) and (4) of FSMA and has not been pre-approved by the FCA pursuant to sections 85 and 87 of FSMA, the London Stock Exchange, any securities commission or any other authority or regulatory body. In addition, this document does not constitute an admission document drawn up in accordance with the AIM Rules for Companies. It is emphasised that no application is being made for the admission of the Existing Ordinary Shares or the New Ordinary Shares to the Official List of the United Kingdom Listing Authority. This document has not been approved for issue by any person for the purposes of section 21 of FSMA.

The Company and the Directors, whose names are set out on page 3, accept responsibility, both collectively and individually, for the information contained in this document. To the best of the knowledge and belief of the Directors (who have taken all reasonable care to ensure that such is the case), the information contained in this document is in accordance with the facts and does not omit anything likely to affect the import of such information.

Application will be made to the London Stock Exchange for the New Ordinary Shares to be admitted to trading on AIM. It is expected that Admission will become effective and that dealings in all of the New Ordinary Shares will have commenced by 8.00 a.m. on 30 November 2021.

Feedback plc

(Incorporated and registered in England and Wales with registered no. 00598696)

Placing of 1,528,571,420 New Ordinary Shares to raise approximately £10.7 million

and

Open Offer of up to 71,428,571 New Ordinary Shares to raise up to £0.5 million

and

Notice of Annual General Meeting

Panmure Gordon

AND COMPANY

Nominated Adviser and Broker

You should read the whole of this document. Your attention is drawn to the letter from the Chairman which is set out on pages 11 to 24 (inclusive) of this document and, in particular, to paragraph 10 which contains the unanimous recommendation from the Directors that Shareholders vote in favour of the Resolutions to be proposed at the Annual General Meeting as they intend to do. In addition, your attention is drawn to Part II of this document entitled "Risk Factors", which contains certain general and specific risks and uncertainties for the Group that should be considered by Shareholders when considering whether or not to make an investment in the Company.

The Notice of Annual General Meeting, to be held at the offices of Trowers & Hamlin LLP, 3 Bunhill Row London, EC1Y 8YZ at 11.00 a.m. on 29 November 2021, is set out at the end of this document. The accompanying Form of Proxy for use in connection with the Annual General Meeting should be completed by Shareholders and returned as soon as possible and, in any event, so as to reach the Company's registrars, Share Registrars Ltd at Molex House, The Millennium Centre, Crosby Way, Farnham, Surrey GU9 7XX, by not later than 11.00 a.m. on 25 November 2021 (or in the

case of an adjournment of the Annual General Meeting, not later than 48 hours (excluding any part of a day that is not a working day) before the time fixed for the holding of the adjourned meeting). If you hold Existing Ordinary Shares in CREST, you may appoint a proxy by completing and transmitting a CREST proxy instruction to the Company's registrars, Share Registrars Ltd, so that it is received by not later than 11.00 a.m. on 25 November 2021. Completion and return of a Form of Proxy will not preclude Shareholders from attending and voting at the Annual General Meeting should they so wish (subject to any measures notified by the Company in connection with the Covid-19 pandemic). The Company continues to monitor the COVID-19 situation, including UK Government legislation and guidance, and will continue to do so in the lead up to the Annual General Meeting. Whilst as at the date of this document all restrictions on public meetings have been lifted, there is no guarantee that things will not change between the date of this document and the date of the Annual General Meeting. If this were to happen the Company may have no option but to take the decision that Shareholders, advisers and other guests will not be allowed to attend the Annual General Meeting in person and anyone seeking to attend the Annual General Meeting in person will be refused entry. In these circumstances the Company will arrange for the minimum quorum of two Shareholders necessary to conduct the business of the Annual General Meeting to be present in person and appropriate social distancing guidelines will be observed. Accordingly, Shareholders are advised to complete their forms of proxy appointing the Chairman as their proxy and delivering them in accordance with the instructions set out in this document. Delivering a form of proxy does not preclude you from attending the Annual General Meeting in person and voting thereat.

Panmure Gordon (UK) Limited, which is authorised and regulated in the United Kingdom by the FCA, is acting as nominated adviser and broker to the Company in connection with the matters described in this document. Persons receiving this document should note that Panmure Gordon (UK) Limited will not be responsible to anyone other than the Company for providing the protections afforded to clients of Panmure Gordon (UK) Limited or for advising any other person on the arrangements described in this document. Panmure Gordon (UK) Limited has not authorised the contents of, or any part of, this document and no liability whatsoever is accepted by Panmure Gordon (UK) Limited for the accuracy of any information or opinion contained in this document or for the omission of any information.

This document does not constitute or form part of any offer or invitation to buy, subscribe for, or sell Ordinary Shares in any jurisdiction in which such offer or solicitation is unlawful. In particular, the New Ordinary Shares have not been, and will not be, registered under the United States Securities Act of 1933 as amended (the "Securities Act") or qualified for sale under the laws of any state of the United States or under the applicable laws of any of Canada, Australia, Japan, New Zealand or the Republic of South Africa, and, subject to certain exceptions, may not be offered or sold in the United States or to, or for the account or benefit of, US persons (as such term is defined in Regulation S under the Securities Act) or to any national, resident or citizen of Canada, Australia, Japan, New Zealand or the Republic of South Africa. The distribution or transmission of this document in jurisdictions other than the UK may be restricted by law and, therefore, persons into whose possession this document comes should inform themselves about and observe such restrictions. Any failure to comply with these restrictions may constitute a violation of the securities laws of any such jurisdiction. In particular, this document may not be distributed, directly or indirectly, in or into the United States, Canada, Australia, Japan, New Zealand or the Republic of South Africa. Overseas Shareholders and any person (including, without limitation, nominees and trustees), who have a contractual or other legal obligation to forward this document to a jurisdiction outside the UK should seek appropriate advice before taking any action.

No person has been authorised to give any information or make any representation in relation to the Proposals and, if given or made, such information or representation must not be relied upon as having been so authorised by the Company, the Directors or Panmure Gordon.

Copies of this document are available free of charge to the public during normal business hours on any day (Saturdays, Sundays and public holidays excepted) at the offices of Panmure Gordon, 1 New Change, London, EC4M 9AF for a period of one month from the date of this document as well as on the Company's website: <https://fbkmed.com/feedback-plc/aim-rule-26/>.

FORWARD-LOOKING STATEMENTS

This document includes "forward-looking statements" which includes all statements other than statements of historical fact, including, without limitation, those regarding the Company's financial position, business strategy, plans and objectives of management for future operations, or any statements preceded by, followed by or that include the words "targets", "believes", "expects", "aims", "intends", "will", "may", "anticipates", "would", "could" or similar expressions or negatives thereof. Such forward-looking statements involve known and unknown risks, uncertainties and other important factors beyond the Company's control that could cause the actual results, performance or achievements of the Group to be materially different from future results, performance or achievements expressed or implied by such forward-looking statements. Such forward-looking statements are based on numerous assumptions regarding the Company's present and future business strategies and the environment in which the Company will operate in the future. These forward-looking statements speak only as at the date of this document. The Company expressly disclaims any obligation or undertaking to disseminate any updates or revisions to any forward-looking statements contained herein to reflect any change in the Company's expectations with regard thereto or any change in events, conditions or circumstances on which any such statements are based unless required to do so by applicable law or the AIM Rules for Companies.

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DIRECTORS AND ADVISERS

Directors	Professor Rory Shaw (<i>Non-Executive Chairman</i>) Dr Tom Oakley (<i>Chief Executive Officer</i>) Lindsay Melvin (<i>Chief Financial Officer</i>) Professor Tim Irish (<i>Non-Executive Director</i>) Philipp Prince (<i>Non-Executive Director</i>) Adam Denning (<i>Non-Executive Director</i>) Anesh Patel (<i>Chief Financial Officer designate</i>)*
Company Secretary and Registered Office	Lindsay Melvin Health Foundry Canterbury House 1 Royal Street London SE1 7LL Anesh Patel (<i>Company Secretary designate</i>)*
Nominated Adviser and Broker	Panmure Gordon (UK) Limited 1 New Change London EC4M 9AF
Legal advisers to the Company	Trowers & Hamblins LLP 3 Bunhill Row London EC1Y 8YZ
Legal advisers to the Nominated Adviser and Broker	Gowling WLG (UK) LLP 4 More London Riverside London EC4R 3TT
Registrar & Receiving Agent	Share Registrars Ltd Molex House The Millennium Centre Crosby Way Farnham Surrey GU9 7XX

**As announced on 6 May 2021, Anesh Patel is expected to replace Lindsay Melvin as Chief Financial Officer and Company Secretary of the Company in Q4 2021*

EXPECTED TIMETABLE OF PRINCIPAL EVENTS

Record Date for entitlements under the Open Offer	6.00 p.m. on 29 October 2021
Announcement of the Fundraising	7.00 a.m. on 2 November 2021
Publication and posting of this document, the Form of Proxy and (to Qualifying Non-CREST Shareholders only) the Application Form	3 November 2021
Ex-entitlement Date for the Open Offer	8.00 a.m. on 3 November 2021
Open Offer Entitlements and Excess CREST Open Offer Entitlements credited to stock accounts of Qualifying CREST Shareholders in CREST	As soon as practical after 8.00 a.m. on 4 November 2021
Latest recommended time and date for requesting withdrawal of Open Offer Entitlements and Excess CREST Open Offer Entitlements from CREST	4.30 p.m. on 22 November 2021
Latest time and date for depositing Open Offer Entitlements and Excess CREST Open Offer Entitlements into CREST	3.00 p.m. on 23 November 2021
Latest time and date for splitting Application Forms (to satisfy <i>bona fide</i> market claims only)	3.00 p.m. on 24 November 2021
Latest time and date for receipt of completed Forms of Proxy and receipt of electronic proxy appointments via the CREST system	11.00 a.m. on 25 November 2021
Latest time and date for receipt of the completed Application Form and appropriate payment in respect of Open Offer Shares or settlement of relevant CREST instruction	11.00 a.m. on 26 November 2021
Annual General Meeting	11.00 a.m. on 29 November 2021
Announcement of result of Annual General Meeting and Open Offer	29 November 2021
Admission and commencement of dealings in the New Ordinary Shares on AIM	8.00 a.m. on 30 November 2021
CREST members' accounts credited in respect of New Ordinary Shares in uncertificated form	from 8.00 a.m. on 30 November 2021
Despatch of definitive share certificates for New Ordinary Shares in certificated form	by 13 December 2021

If any of the details contained in the timetable above should change, the revised times and dates will be notified to Shareholders by means of an announcement through a Regulatory Information Service.

Certain of the events in the above timetable are conditional upon, *inter alia*, the approval of the Fundraising Resolutions to be proposed at the Annual General Meeting.

All references to time and dates in this document are to time and dates in London.

KEY STATISTICS

Number of Existing Ordinary Shares	1,066,931,686
Number of Placing Shares	1,528,571,420
Maximum number of Open Offer Shares	71,428,571
Issue Price	0.7 pence
Open Offer Entitlements under the Open Offer	1 New Ordinary Share for every 15 Existing Ordinary Shares
Percentage of the Enlarged Share Capital represented by the New Ordinary Shares ¹	60 per cent.
Gross proceeds of the Placing	Approximately £10.7 million
Maximum gross proceeds of the Open Offer	£0.5 million
Estimated net proceeds of the Fundraising ¹	£10.5 million
Enlarged Share Capital immediately following the Fundraising ¹	2,666,931,677
Market capitalisation of the Company immediately following the Fundraising at the Issue Price ¹	£18.7 million
ISIN of the Existing Ordinary Shares	GB0003340550
ISIN of the Open Offer Shares: Open Offer Entitlement	GB00BNVT4F96
ISIN of the Open Offer Shares: Excess CREST Open Offer Entitlement	GB00BNVT6D13

Note:

1. Assuming all the Open Offer Shares are taken up pursuant to the Open Offer.

DEFINITIONS

The following definitions apply throughout this document unless the context otherwise requires:

“Act”	the Companies Act 2006 (as amended);
“Admission”	admission of the New Ordinary Shares to trading on AIM becoming effective in accordance with the AIM Rules for Companies;
“AIM”	the market of that name operated by the London Stock Exchange;
“AIM Rules for Companies”	the AIM Rules for Companies, as published and amended from time to time by the London Stock Exchange;
“Annual General Meeting”	the Annual General Meeting of the Company convened for 11.00 a.m. on 29 November 2021 or any adjournment thereof, notice of which is set out at the end of this document;
“AGM”	
“Application Form”	the application form enclosed with this document on which Qualifying Non-CREST Shareholders may apply for Open Offer Shares under the Open Offer;
“Board” or “Directors”	the directors of the Company as at the date of this document, whose names are set out on page 3 of this document;
“Business Day”	any day (excluding Saturdays and Sundays) on which banks are open in London for normal banking business and the London Stock Exchange is open for trading;
“certificated” or “in certificated form”	where an Ordinary Share is not in uncertificated form (namely not in CREST);
“Chairman”	the chairman of the Board;
“Company” or “Feedback”	Feedback plc, a company registered in England and Wales with registered number 00598696;
“CREST”	the relevant system for the paperless settlement of trades and the holding of uncertificated securities operated by Euroclear UK & International Limited in accordance with the CREST Regulations;
“CREST Manual”	the rules governing the operation of CREST as published by Euroclear and available at www.euroclear.com ;
“CREST member”	a person who has been admitted to CREST as a system-member (as defined in the CREST Regulations);
“CREST member account ID”	the identification code or number attached to a member account in CREST;

“CREST participant”	a person who is, in relation to CREST, a system-participant (as defined in the CREST Regulations);
“CREST participant ID”	shall have the meaning given in the CREST Manual;
“CREST payment”	shall have the meaning given in the CREST Manual;
“CREST Regulations”	the Uncertificated Securities Regulations 2001 (SI 2001/3755) including any enactment or subordinate legislation which amends or supersedes those regulations and any applicable rules made under those regulations or any such enactment or subordinate legislation for the time being in force;
“CREST sponsor”	a CREST participant admitted to CREST as a CREST sponsor;
“CREST sponsored member”	a CREST member admitted to CREST as a CREST sponsored member;
“EIS”	Enterprise Investment Scheme under the provisions of Part 5 of the UK Income Tax Act 2007 (as amended);
“Enlarged Share Capital”	the entire issued share capital of the Company on Admission following completion of the Fundraising;
“Euroclear”	Euroclear UK & International Limited;
“Excess Application Facility”	the arrangement pursuant to which Qualifying Shareholders may apply for additional Open Offer Shares in excess of their Open Offer Entitlement in accordance with the terms and conditions of the Open Offer;
“Excess CREST Open Offer Entitlement”	in respect of each Qualifying CREST Shareholder, their entitlement (in addition to their Open Offer Entitlement) to apply for Open Offer Shares pursuant to the Excess Application Facility, which is conditional on them taking up their Open Offer Entitlement in full;
“Excess Entitlement”	Open Offer Shares in excess of the basic Open Offer Entitlement. (but not in excess of the total number of Open Offer Shares);
“Excess Shares”	Ordinary Shares applied for by Qualifying Shareholders under the Excess Application Facility;
“Ex-entitlement Date”	the date on which the Existing Ordinary Shares are marked “ex” for entitlement under the Open Offer, being 3 November 2021;
“Existing Ordinary Shares”	the 1,066,931,686 Ordinary Shares in issue as at the date of this document;
“FCA”	the Financial Conduct Authority of the United Kingdom;
“Form of Proxy”	the form of proxy for use by Shareholders in relation to the Annual General Meeting, enclosed with this document;
“FSMA”	the Financial Services and Markets Act 2000 (as amended);

“Fundraising”	the Placing and the Open Offer;
“Fundraising Resolutions”	the Resolutions relating only to the Fundraising, being Resolutions 1 and 2, as set out in the Notice of Annual General Meeting;
“Group”	the Company and its subsidiaries (as defined in the Act);
“Issue Price”	0.7 pence per New Ordinary Share;
“London Stock Exchange”	London Stock Exchange plc;
“Money Laundering Regulations”	the money laundering and terrorist financing provisions of the Criminal Justice Act 1993, the Terrorism Act 2000, the Proceeds of Crime Act 2002, the Terrorism Act 2006 and the Money Laundering Regulations 2007, the Money Laundering, Terrorist Financing and Transfer of Funds (Information on the Payer) Regulations 2017;
“New Ordinary Shares”	together, the Placing Shares and the Open Offer Shares;
“Notice of Annual General Meeting”	the notice convening the Annual General Meeting as set out at the end of this document;
“Open Offer Shares”	71,428,571 new Ordinary Shares being made available to Qualifying Shareholders pursuant to the Open Offer;
“Open Offer”	the conditional invitation made to Qualifying Shareholders to apply to subscribe for Open Offer Shares at the Issue Price on the terms and subject to the conditions set out in Part III of this document and, where relevant, in the Application Form;
“Open Offer Entitlement”	the pro rata entitlement of a Qualifying Shareholder, pursuant to the Open Offer, to subscribe for 1 Open Offer Shares for every 15 Existing Ordinary Shares registered in their name as at the Record Date;
“Official List”	the Official List of the FCA;
“Ordinary Shares”	the ordinary shares of 0.25 pence each in the capital of the Company in issue from time to time and having the rights and being subject to the restrictions contained in the articles of association;
“Overseas Shareholder”	a Shareholder with a registered address outside the United Kingdom or who are citizens or residents of, or incorporated in, countries outside of the United Kingdom;
“Panmure Gordon”	Panmure Gordon (UK) Limited;
“Placees”	persons who have agreed to subscribe for the Placing Shares under the Placing;
“Placing Agreement”	the conditional placing agreement entered into between the Company, and Panmure Gordon in respect of the Placing, dated 2 November 2021, as described in this document;

“Placing”	the conditional placing by Panmure Gordon (as agent for the Company) of the Placing Shares with certain institutional investors and existing Shareholders, otherwise than on a pre-emptive basis, at the Issue Price on the terms of the Placing Agreement;
“Placing Shares”	1,528,571,420 new Ordinary Shares which are to be issued under the Placing;
“Proposals”	the Placing and the Open Offer and other matters contained in this document;
“Prospectus Regulation”	EU Prospectus Regulation 2017/1129;
“Prospectus Rules”	the rules made by the FCA under Part VI of FSMA in relation to offers of transferable securities to the public and admission of transferable securities to trading on a regulated market;
“Qualifying CREST Shareholders”	Qualifying Shareholders holding Existing Ordinary Shares in a CREST account;
“Qualifying Non-CREST Shareholders”	Qualifying Shareholders holding Existing Ordinary Shares in certificated form;
“Qualifying Shareholders”	holders of Existing Ordinary Shares on the register of members of the Company at the Record Date (but excluding any Overseas Shareholder who has a registered address in the United States of America or any other Restricted Jurisdiction);
“Receiving Agents”, “Registrar” or “Share Registrars”	Share Registrars Limited, a private limited company incorporated in England and Wales under registered number 04715037 and having its registered office at 27-28 Eastcastle Street, London, W1W 8DH, the Company's registrar and receiving agent;
“Record Date”	6.00 p.m. on 29 October 2021 being the latest time by which transfers of Existing Ordinary Shares must be received for registration by the Company in order to allow transferees to be recognised as Qualifying Shareholders;
“Regulatory Information Service”	has the meaning given to it in the AIM Rules;
“Resolutions”	the resolutions to be proposed at the Annual General Meeting, including the Fundraising Resolutions, the full text of which are set out in the Notice of Annual General Meeting;
“Restricted Jurisdiction”	United States of America, Canada, Australia, Japan, New Zealand and the Republic of South Africa and any other jurisdiction where the extension or availability of the Fundraising would breach any applicable law;
“Securities Act”	US Securities Act of 1933 (as amended);
“Shareholders”	the holders of Existing Ordinary Shares, and the term “Shareholder” shall be construed accordingly;

“stock account”	an account within a member account in CREST to which a holding of a particular share or other security in CREST is credited;
“TB screening” or “Tuberculosis screening”	Pilot study in India involving screening tuberculosis patients;
“uncertificated” or “uncertificated form”	means recorded on the relevant register or other record of the share or other security concerned as being held in uncertificated form in CREST, and title to which, by virtue of the CREST Regulations, may be transferred by means of CREST;
“United Kingdom” or “UK”	the United Kingdom of Great Britain and Northern Ireland;
“USE”	Unmatched Stock Event instructions;
“VCT”	a company which is, or which is seeking to become, approved as a venture capital trust under the provisions of Part 6 of the Income Tax Act 2007; and
“£” or “Pounds”	UK pounds sterling, being the lawful currency of the United Kingdom.

PART I

LETTER FROM THE CHAIRMAN

Feedback PLC

(Incorporated and registered in England and Wales with registered number 00598696)

Directors:

Professor Rory Shaw *(Non-Executive Chairman)*
Dr Tom Oakley *(Chief Executive Officer)*
Lindsay Melvin *(Chief Financial Officer)*
Professor Tim Irish *(Non-Executive Director)*
Philipp Prince *(Non-Executive Director)*
Adam Denning *(Non-Executive Director)*

Registered Office:

Health Foundry Canterbury House
1 Royal Street
London
SE1 7L

To all Shareholders and, for information only, holders of options over Ordinary Shares

Dear Shareholder

3 November 2021

**PROPOSED PLACING OF 1,528,571,420 NEW ORDINARY SHARES AT 0.7 PENCE EACH
AND OPEN OFFER OF UP TO 71,428,571 NEW ORDINARY SHARES AT 0.7 PENCE EACH
TO RAISE, IN AGGREGATE, UP TO £11.2 MILLION
AND NOTICE OF ANNUAL GENERAL MEETING**

1. INTRODUCTION

The Company has today announced that it has conditionally raised a total of up to approximately £11.2 million (before expenses), comprising a Placing to raise £10.7 million. In addition, it has announced an Open Offer to raise up to an additional £0.5 million. The Open Offer provides Qualifying Shareholders with an opportunity to participate in the proposed issue of New Ordinary Shares on the same terms as the Places.

The Issue Price of 0.7 pence per New Ordinary Share is a discount of 11.9 per cent. to the 10 day average closing price of 0.8 pence per Existing Ordinary Share to 1 November 2021. The Placing Shares and Open Offer Shares will represent, approximately 57.3 per cent. and 2.7 per cent. respectively of the Company's Enlarged Share Capital following Admission (assuming the Open Offer Shares are taken-up in full).

The Fundraising is conditional, *inter alia*, on the passing of the Fundraising Resolutions by the Shareholders at the Annual General Meeting, which has been convened for 11.00 a.m. on 29 November 2021. If the Fundraising Resolutions are passed, the New Ordinary Shares are expected to be allotted after the Annual General Meeting, conditional on Admission, which is expected to occur on or around 8.00 a.m. on 30 November 2021. Should Shareholder approval not be obtained at the Annual General Meeting, neither the Placing nor the Open Offer will proceed. Neither the Placing nor the Open Offer has been underwritten.

The purpose of this document is to explain the background to the Fundraising, to set out the reasons why the Board believes that the Proposals are in the best interests of the Company and its Shareholders and to seek Shareholder approval of the Resolutions (including in particular the Fundraising Resolutions) at the forthcoming Annual General Meeting, which will be held at the offices of Trowers & Hamlins LLP, 3 Bunhill Row, London EC1Y 8YZ at 11.00 a.m. on 29 November 2021. The formal notice of the Annual General Meeting is set out at the end of this document.

2. BACKGROUND TO AND REASONS FOR THE FUNDRAISING

Introduction

Feedback is a specialist clinical communication company focussed on commercialising its recently launched range of products:

- Bleepa, a specialist clinical imaging and communications platform launched in H2 2019, which has been developed by Feedback from a concept to a fully certified CE and UKCA marked medical device;
- CareLocker, launched in September 2021, a proprietary and patient-centric cloud architecture designed for secure storage of patient records; and
- Bleepa Box, officially launched in September 2021, a specialist tool to enable image transfer from remote settings to the Bleepa platform.

The Company's products incorporate a diagnostic medical image display that conforms with the required standards stipulated for clinical use, as certified by both CE and UKCA mark. Under the prevailing legislation it is a legal requirement that products used to display digital patient images (such as photos, X-rays, CT scans and MRIs) for a diagnostic purpose are appropriately certified as medical devices. The Directors believe that Bleepa is currently the only commercial clinical communication platform to be certified as a medical device capable of displaying digital patient images at a quality suitable for clinical review.

Feedback is both a technology and a medical device company, offering both agile product development and quality manufacturing processes. The Directors believe that this, together with the Company's clinical imaging capabilities, gives the Company's products a unique position in the market.

The Company's technologies are currently in use in a number of UK NHS Trusts and in the veterinary sector. The Directors believe that there are very significant commercialisation and expansion opportunities both within these existing markets and also in other healthcare settings such as diagnostic screening, military settings and international healthcare initiatives. The Directors believe there is an estimated total addressable market for Bleepa (including Bleepa Box) and CareLocker in core target markets in excess of £10 billion. In particular, as described in more detail below, the Company is actively pursuing potentially very significant revenue opportunities including using its technology for tuberculosis (TB) screening in India and providing services to the NHS's new £10 billion programme for the roll-out of Community Diagnostic Centres (CDCs).

Unlike generic communication platforms, Feedback's technology is patient-centric; designed to facilitate communication around a specific patient's clinical pathway and allowing centralisation of information. The Company's products are designed to be compliant with information governance and clinical safety standards, whilst also mirroring how clinical care is delivered – to individual patients. The patient-centric technology architecture also enables Feedback's products to link to other clinical systems and enables integration of user generated content into an individual patient's medical record.

Background to the Company and its products

The Company launched its current suite of products following a strategic review in 2019. The Company shifted its focus away from its legacy products, Cadran and TexRAD, to develop its current suite of frontline imaging and communication tools. Cadran is a Picture Archive Communication System (PACS). The traditional PACS market is dominated by large providers who compete on technical features, driven by the needs of an ever sub-specialising user base of clinical radiologists and customers that have a tendency to stick with products and systems they are used to, which, combined with convoluted procurement processes, results in limited provider turnover. In this environment, growing a market share is challenging and relies on implementing costly product features quicker than competitors which can be difficult to achieve for smaller companies. As such, despite a number of unique technical features, Cadran did not realise its full potential but allowed the Company to leverage this heritage to grow and develop its new products without needing to start product development from scratch.

The Directors believe that the Company's current portfolio of products is well positioned to capitalise on the following trends:

- Demand for imaging is now extending beyond the specialist field of radiology. The Directors believe that the application of the Company's technology extends beyond primary healthcare into other addressable sectors such as veterinary, diagnostic screening and military settings amongst others. The Company's vision is to enable clinicians to make better decisions faster by driving better clinical communication that leverages the right clinical data, presented in a safe, regulated and clinically usable way.
- With increasing workload and medical sub-specialisation, not only do specialist radiologists need to review all medical images, but their front-line patient facing colleagues need immediate access to imaging data in order to rapidly make accurate clinical decisions, often through discussion with colleagues. Medical imaging is core to the clinical decision-making processes and the dependence on medical imaging is increasing, whilst at the same time there is a growing shortage of radiologists. This shortage has increased the backlogs of imaging studies and delays in image reporting. As a result, frontline clinicians are increasingly having to review their own patient's images, often ahead of the radiologist reports being made available.
- Clinical practice is becoming more mobile; in a study by the British Medical Journal it was found that 97% of clinicians were using WhatsApp for routine clinical communication. These types of applications are not certified for clinical use and do not meet the requirements for displaying clinical grade images for diagnostic purposes. Clinicians want to access information flexibly on the go whilst simultaneously being connected to colleagues, who may not be at the same physical site. COVID-19 has further driven this need for remote access, creating a number of situations where clinical staff need access to colleagues and patient imaging remotely.

Product Portfolio

Bleepa:

Bleepa is a leading clinical imaging-based communication platform using asynchronous communication channels built around individual patient pathways which allows medical staff to securely view and discuss high quality medical grade images across both mobile and desktop devices. The platform allows clinicians to review patient imaging with access to PACS and discuss cases collaboratively with colleagues on the go.

Bleepa is able to display images including X-rays, CTs, MRIs and ultrasound studies allowing users to easily scroll through image slices and annotate areas of interest, as well as enabling discussion on the go. Key features of the Bleepa product, introduced in FY21, include photocapture and document capture. The photocapture module enables clinicians to acquire clinical images of patients, such as in-field medical photographs of skin lesions or wounds, and document capture has been added to encapsulate additional patient information, ECG and blood test results within the patient record from which to share discussion with colleagues. Bleepa's functionality also includes formal electronic referrals between clinicians; clinical document management and development of integration capabilities with a number of core hospital systems such as patient administration systems (PAS), electronic patient records (EPR) and laboratory information management solutions (LIMS) such that Bleepa has become an EPR-lite solution that also incorporates diagnostic imaging.

A key differentiator of Bleepa is the quality of the imaging provided by the platform. Bleepa uses DICOM (Digital Imaging and Communications in Medicine) formatted imaging, extracted directly from the client's PACS and renders the image at a quality that is certified as being suitable for clinical review. Bleepa conforms with the provisions of the Medical Device Directive, which considers any product that displays digital patient images for the purpose of diagnosis to constitute a medical device.

Importantly, Bleepa has been manufactured using a QMS (quality management system) compliant with ISO 13485 and bears a CE mark, affixed in 2020, as a certified Class 1 Medical Device, which sets Bleepa apart from other medical communication products currently available in the UK. It is also manufactured in accordance with ISO13485 quality standards. In addition, Bleepa is a zero-footprint application meaning that no patient data is stored locally on the device being used to access the platform. Bleepa complies with the NHS Data Security and

Protection Toolkit and the Cyber Essentials accreditation used by the NHS (manufactured following ISO27001) and is accessible with a progressive web app, native IOS and Android app allowing connection from any internet connected device.

Bleepa achieved a UKCA mark, the post-BREXIT UK regulatory certification, on 29 June 2021 which only added to the communications platform's portfolio of regulatory approvals.

Within the NHS setting, Bleepa has the potential to change the ways that multidisciplinary team (MDT) meetings are delivered. MDTs traditionally bring a range of specialists together to review diagnostic investigations and make treatment decisions for patients, usually in person but during Covid often over video call. Bleepa facilitates flexible discussion of cases around existing clinical work, as and when clinical results are ready for review, removing time and case delaying constraints. A study conducted at Pennine Acute Hospitals Trust in 2020 analysed the use of Bleepa in the Respiratory and Gastroenterology teams and concluded:

- Bleepa reduced the average time from point of referral to clinician review from 2.1 days to 0.4 days and time taken to access clinical information needed from 5.47 minutes to 1.04 minutes, saving 4.43 minutes per referral.
- Bleepa completely automated the referral process, digitising patient records and reducing required administrative time.
- Based on the nearly 7,000 referrals performed in the study Bleepa demonstrated a saving of 36.3 weeks of clinical time per annum if the study was expanded across other specialities.

More broadly, Bleepa operates a SaaS model of recurring revenues. Prices vary between NHS and private sector offerings but typically follow a fixed price per user per year on a recurring annual contract basis. The model used is comparable to a sim only mobile phone contract.

CareLocker:

CareLocker is a proprietary and patient-centric secure cloud storage solution that supports Bleepa's functionality whilst simultaneously creating patient specific records of care episodes. CareLocker enables Bleepa to deliver care across provider settings in a secure and scalable way.

CareLocker's cloud-based architecture allows for patient records to be de-centralised and the data can be accessed by any care setting through open Application Programming Interfaces (APIs) such as Fast Healthcare Interoperability Resources (FHIR). Patient data is secured at an individual level, with access control even to subsets of a patient's data, whilst the cloud architecture offers opportunities for improve storage optimisation making it more cost effective than traditional data storage architectures. The Directors believe that this form of data storage, whereby the data is built on a patient-by-patient basis, will allow organisations to transition to a cloud architecture as patients enter care pathways rather than having to undertake the mass data migrations usually associated with cloud transitions.

Bleepa Box:

In September 2021, the Company announced the formal launch of Bleepa Box, a specialist tool to enable image transfer from remote settings to the Bleepa platform. The Bleepa Box is a small tablet device that connects to imaging machines, such as X-ray, in order to securely push images to Bleepa over a mobile network from remote rural locations without the need for WiFi access. This then allows the clinician to review the images directly on the Bleepa Box and make onward referrals or start a conversation with a specialist for input on the case whilst still on location. Rapid decision making and treatment of the patient can therefore be deployed with the first visit.

Market Opportunities

NHS:

A core market for the Company's products is the NHS, including both individual NHS trusts and the NHS's recently launched CDC programme. This is particularly topical in view of the recently announced 2021 Budget announced by the government which stated that the NHS would receive £5.9bn to cut hospital waiting lists.

There are 227 NHS Trusts in England. The Company secured its first commercial sale for Bleepa earlier this year with the Royal Berkshire NHS Foundation Trust (RBH). RBH is keen to evaluate Bleepa as part of its wider communication strategy and is a frontrunner in recognising the need to transition away from unregulated platforms such as WhatsApp for clinical communication. The Company has also installed Bleepa at a number of pilot sites which the Company is targeting converting to commercial licenses.

Whilst Covid has impacted the rate of roll-out of Bleepa across NHS Trusts, the Directors expect the number of installations to increase. To facilitate the roll-out of Bleepa to NHS Trusts, in July 2020 the Company was appointed to the NHS Clinical Communications Procurement Framework (NCCT). The NCCT Framework provides NHS endorsement, and allows NHS Trusts to procure Bleepa (for up to two years) using a £3 million centralised NHS fund, which is in the process of being increased to £125 million.

A potentially more significant NHS revenue opportunity for Feedback is the application of Feedback's technologies to facilitate the £10 billion CDC initiative recently launched by NHS England to help address the elective care backlog by bringing diagnostic services out of hospital settings and closer to patients. 40 new community diagnostic centres are set to open across England in a range of settings and will begin providing services over the next months to March 2022. CDCs will typically complete a suite of diagnostic tests such as imaging, bloods and ECGs, the results of which must all be made available to the clinical teams, both in the primary and secondary care setting, creating a patient pathway that bridges multiple care settings. This end-to-end patient-specific pathway requires a digital infrastructure designed to both connect clinical teams and manage the associated data flow. The Directors believe that Bleepa and CareLocker in combination can provide this, with Bleepa as an application and user interface and CareLocker as the underlying data architecture. A Report of the Independent Review of Diagnostic Services for NHS England, *Diagnostics: Recovery and Renewal* (October 2020) recommended that three CDCs per 1 million population should be established in the first instance, which the Company estimate could result in around 150 sites, providing a preliminary estimated total addressable market of c.£93 million. In October 2021, Feedback announced that it had entered into a memorandum of understanding with Sussex Integrated Care System to conduct a pilot study to install Bleepa and CareLocker in the Queen Victoria Hospital NHS Foundation Trust (QVH). The pilot will use Bleepa and CareLocker as a digital infrastructure to facilitate patient specific pathways through the CDC, linking both the primary and secondary care settings. The pilot is expected to run until March 2022 and will initially target specific clinical areas such as respiratory and cardiology with the intention to add more pathways as the pilot progresses. Bleepa will provide a digital clinical communication platform to allow these investigations to be captured, associated with a specific patient journey and presented to clinicians in both primary and secondary care settings for review, discussion and planning onward management. The pathway record will then be stored centrally using Feedback's patient-specific CareLocker infrastructure to ensure its onward availability to all care settings. The pilot is expected to run until March 2022 targeting CDC pathways in specific clinical areas such as respiratory and cardiology. It is anticipated that more pathways will be added as the pilot progresses with the ultimate aim of agreeing contractual terms for a commercial roll-out to CDCs. As one of the first CDC sites to be launched in the UK, this pilot is expected to act as a blueprint model for how CDCs can be delivered.

Veterinary market:

CVS Group, one of the UK's leading providers of integrated veterinary services, appointed Bleepa as its clinical communications platform for its Equine Division in July 2021 following a successful pilot trial. Bleepa is in the process of being rolled out across 20 of CVS Group's equine specialist surgeries. Imaging of horses is typically done in remote stables without WiFi but there is often the need for timely advice and guidance by specialists for the vet that is with the animal. To meet the needs of the veterinary market and other healthcare settings where remote working is necessary, the Company developed a store and forward technology, Bleepa Box, that enables images to be acquired and pushed over a cellular network to Bleepa where they can be revised by a specialist and a discussion started, all whilst the vet is still at the animals' side.

The agreement with CVS highlights the potential scalability of Bleepa and the Company's ability to target non-NHS markets by tailoring the platform accordingly. Furthermore, the Directors believe that through this initial partnership it paves the way into the international veterinary markets in particular in the US where there is a large equine community.

International healthcare:

The Company is currently evaluating the relevant regulatory aspects of international expansion and is considering partnership opportunities to help scale the product more cost effectively to a wider market audience.

On 4 December 2020, it was announced that Bleepa was selected by Healthcare UK to form part of the Department for International Trade (DIT) virtual healthcare mission to India. The virtual event to India saw leading British healthcare innovators in artificial intelligence, digital health, smart diagnostics and home-care technology join the mission. The Indian healthcare market is large and growing providing a number of potential opportunities for Bleepa. As a result, Feedback employed a specialist based in India to aid entry into this large and untapped market.

One of the emerging and potentially significant revenue opportunities for Feedback is delivery of rural imaging screening services for TB in India. TB is diagnosed using chest X-rays and often occurs in remote settings, such as throughout India where there are approximately 2.6 million new cases of TB per year. Using the proceeds of the Fundraising, the Company is planning to undertake a pilot scheme within one site, an initial state in India, likely to be Rajasthan (but potentially an alternative state), which is expected to take c.12 months to complete. From this pilot scheme, the Directors estimate that there could be an approximate 2-year pathway to reach peak sales with the aim of reaching the entire rural population of this state over a 5-year repeating cycle (which would require 20% of this population to be screened per year on average). Subject to partnerships and success of the roll out, for illustrative purposes the Director's believe that there is potential to achieve an anticipated incremental EBITDA margin of approximately 80% (pre head office overhead allocation) and, generate around £15 million of revenue per year for Rajasthan (and each additional area of India, depending on the size of the population).

The TB screening service in India is potentially a significant market for the Company, however the success of this opportunity is dependent on the Company's ability to form local strategic and technology partnerships. The Company is in discussions with a number of third parties who could help facilitate the TB screening project. In August 2021, the Company signed a memorandum of understanding (MOU) with Qure.ai, an artificial intelligence (AI) solution provider developing decision support tools for medical imaging professionals. The purpose of the MOU is to explore the use of Bleepa in multiple care settings both in India and the UK. Feedback is also looking at how CareLocker can be used to create care records for patients coming through the TB screening system that could enable the creation of citizen health records in line with the National Digital Health Mission (NDHM) of the Indian Government, a programme that could see CareLocker become the data store for Indian citizens, with Bleepa as the preferred clinical interface into this data store.

In October 2021, the Company announced that it signed an MOU with Quest Teleradiology (Quest), one of India's emerging teleradiology organisations with customers across India, the UK and throughout Africa. Pursuant to the collaboration, Feedback and Quest will explore strategic opportunities both in India, the UK and internationally. The use of Bleepa is expected to enable Quest to offer a more integrated teleradiology reporting service to UK Hospitals but may also provide the opportunity to trial Bleepa's technology with a number of its international customers to understand the added value that case discussion brings to traditional outsourced teleradiology reporting models.

Wider opportunities:

Beyond the NHS market in the UK, the veterinary market and international opportunities, the Company is pursuing additional avenues for its products in adjacent market segments, such as the UK private healthcare sector.

Feedback is actively pursuing direct contracts with private healthcare providers with a view to using Bleepa to support their clinical communication to drive pathway efficiencies and to support the curation of their clinical records through CareLocker.

The Company is also exploring the use of AI to drive better, faster clinical decisions. AI technologies require access to clinical teams to deploy them into care pathways and the patient data needed to feed their algorithms. The Directors believe that Bleepa is well placed to be the deployment partner for AI technologies because it holds both the relationship with the clinical end-user and can facilitate access to the required clinical data for processing. In September 2021, Bleepa was awarded a place on an NHS national AI procurement framework: The Provision Artificial Intelligence (A.I), Imaging and Radiotherapy Equipment, Associated Products and Diagnostic Imaging. The Company has developed a Bleepa AI module that enables clinicians to include third party AI tools of their choosing within the app to assist with the diagnostic interpretation of medical imaging studies such as X-rays, CT scans and MRIs. The framework will allow NHS organisations to buy the Bleepa AI solution as a platform for AI tool deployment, allowing them to meaningfully engage with any number of AI tools knowing that there is one common route for deployment into their clinical setting. The Company's strategy is to charge the AI companies a deployment fee through the platform. Feedback is working with a growing number of AI partners and believe this to be a strong opportunity to support their clinical customers to access the best tools available.

Financial results

The Company announced its audited results for the year ended 31 May 2021 on 2 November 2021. A copy of the annual report is available on the Company's website.

Reasons for the Fundraising

The Company's mission is to support clinicians to make the best decisions possible, as quickly as possible, from any location through its different products and partnerships.

Healthcare systems are transforming and considering the need for improved digital communication and patient data storage as the market continues to mature. In the UK, the government is seeking to centralise diagnostic investigations to bring them closer to patients through the CDC initiative. The Bleepa and CareLocker technologies are well placed to support this initiative.

In addition to the NHS and healthcare systems in the UK, the Company believes Bleepa and CareLocker can be deployed in parallel market segments around the world such as the TB screening services in India.

The Company is therefore conducting the Fundraising, conditional on, amongst other things, shareholder approval at the Annual General Meeting to ensure it is funded to increase the use and roll-out of Bleepa, Bleepa Box and CareLocker and to accelerate growth through both private and public healthcare revenue opportunities within the NHS and healthcare systems within other territories and additionally to explore other potential uses of the Company's technologies. Further information on the use of proceeds from the Fundraising are set out below.

3. USE OF PROCEEDS

In addition to providing general working capital, net proceeds of the Fundraising of approximately £10.5 million (assuming the Open Offer is subscribed for in full), will principally be used to fund growth in the following areas:

1. Product Development - CareLocker

to further develop the "CareLocker – powered by Bleepa" product to meet existing and growing demand in both the UK and international markets.

2. Product Development - Bleepa

to further develop Bleepa in order to grow its functionality, including features for non-healthcare customers such as veterinary professionals.

3. UK Expansion

to build upon the existing UK team to accelerate revenue growth in the UK and to manage overseas operations, which requires increased resources for the marketing, sales, finance and regulatory teams.

4. Territory expansion

to undertake a tuberculosis screening pilot study in India and explore the wider market opportunities and potential applications of the Company's technology in India.

4. DETAILS OF THE FUNDRAISING

The Company has conditionally raised a total of up to approximately £11.2 million (before expenses), comprising a Placing to raise approximately £10.7 million (before expenses) through a placing of 1,528,571,420 New Ordinary Shares at the Issue Price with institutional and other investors and an Open Offer to raise up to an additional £0.5 (before expenses) through an Open Offer of up to 71,428,571 New Ordinary Shares at 0.7 the Issue price with Qualifying Shareholders.

The Fundraising has not been underwritten and is conditional, *inter alia*, upon:

- a) the passing of the Fundraising Resolutions;
- b) the Placing Agreement becoming unconditional in all respects (other than Admission) and not having been terminated in accordance with its terms; and
- c) Admission occurring by no later than 8.00 a.m. on 30 November 2021 (or such later time and/or date as the Company, Panmure Gordon may agree, not being later than 10 December 2021).

Accordingly, if any of the conditions are not satisfied or waived (where capable of waiver), the Fundraising will not proceed, the New Ordinary Shares will not be issued and all monies received by Panmure Gordon, the Receiving Agents or the Company (as the case may be) will be returned to the applicants (at the applicants' risk and without interest) as soon as possible thereafter.

The Directors believe that the New Ordinary Shares to be issued pursuant to the Placing and Open Offer will rank as 'eligible shares' for the purposes of EIS and will be capable of being a 'qualifying holding' for the purposes of investment by VCTs. Further details as regards EIS and VCT reliefs are set out in paragraph 6 below.

Details of the Placing

Under the terms of the Placing Agreement, Panmure Gordon has agreed to use its reasonable endeavours to procure subscribers for the Placing Shares at the Issue Price. The Placing Agreement contains certain warranties and indemnities from the Company in favour of Panmure Gordon. Panmure Gordon may terminate the Placing Agreement in certain circumstances. The Placing is not conditional on the Open Offer.

Details of the Open Offer

Open Offer Entitlement

In recognition of their continued support to the Company, the Board believes that the Open Offer provides the Company's longstanding and supportive Shareholders with an opportunity to participate in the Fundraising.

The Company is providing all Qualifying Shareholders with the opportunity to subscribe, at the Issue Price, for an aggregate maximum of 71,428,571 Open Offer Shares, raising gross proceeds of up to £0.5 million.

Qualifying Shareholders may apply for Open Offer Shares under the Open Offer at the Issue Price on the following basis:

1 Open Offer Share for every 15 Existing Ordinary Shares

held by them and in their names rounded down to the nearest whole number of Ordinary Shares and in proportion for any number of Existing Ordinary Shares held on the Record Date up to their Open Offer Entitlement. Fractional entitlements which would otherwise arise will not be issued to the Qualifying Shareholders but will be made available under the Excess Application Facility.

Excess Applications

The Excess Application Facility enables Qualifying Shareholders to apply for Excess Shares in excess of their Open Offer Entitlement. Not all Shareholders will be Qualifying Shareholders. Shareholders who are located in, or are citizens of, or have a registered office in certain overseas jurisdictions will not qualify to participate in the Open Offer. The attention of Overseas Shareholders is drawn to paragraph 5 below.

Valid applications by Qualifying Shareholders will be satisfied in full up to their Open Offer Entitlements. Qualifying Shareholders can apply for less or more than their Open Offer Entitlements but the Company cannot guarantee that any application for Excess Shares under the Excess Application Facility will be satisfied as this will depend in part on the extent to which other Qualifying Shareholders apply for less than or more than their own Open Offer Entitlements. The Company may satisfy valid applications for Excess Shares in whole or in part but reserves the right at its sole discretion not to satisfy, or to scale back, applications made in excess of Open Offer Entitlements.

Qualifying Shareholders should note that the Open Offer is not a rights issue and therefore the Open Offer Shares which are not applied for by Qualifying Shareholders will not be sold in the market for the benefit of the Qualifying Shareholders who do not apply under the Open Offer. The Application Form is not a document of title and cannot be traded or otherwise transferred.

Application has been made for the Open Offer Entitlements and Excess CREST Open Offer Entitlements for Qualifying CREST Shareholders to be admitted to CREST. It is expected that the Open Offer Entitlements and the Excess CREST Open Offer Entitlements will be admitted to CREST on 4 November 2021. Applications through the CREST system may only be made by the Qualifying Shareholder originally entitled or by a person entitled by virtue of a bona fide market claim.

The Open Offer Shares must be paid in full on application. The latest time and date for receipt of completed Application Forms or CREST applications and payment in respect of the Open Offer is 11.00 a.m. on 26 November 2021.

Further details of the Open Offer and the terms and conditions on which it is being made, including the procedure for application and payment, are contained in Part III of this document and on the accompanying Application Form. The Open Offer is conditional on, inter alia, completion of the Placing.

Rights of the New Ordinary Shares and application for Admission

The New Ordinary Shares will, when issued, be credited as fully paid up and will be issued subject to the Company's articles of association and rank *pari passu* in all respects with each other and with the Existing Ordinary Shares, including the right to receive all dividends and other distributions declared, made or paid on or in respect of the Ordinary Shares after the date of issue of the New Ordinary Shares, and will on issue be free of all claims, liens, charges, encumbrances and equities.

Application will be made to the London Stock Exchange for the New Ordinary Shares to be admitted to trading on AIM. Subject, *inter alia*, to the passing of the Fundraising Resolutions at the Annual General Meeting, it is expected that Admission will become effective in respect of, and that dealings on AIM will commence in, all of the New Ordinary Shares, on or around 8.00 a.m. on 30 November 2021.

Executive management incentivisation:

Following the annual results released today at 7.00 a.m. and completion of the Fundraising the Company intends to grant share options to certain members of the Executive Management team to ensure that their interests are aligned with the Company's Shareholders. It is expected that the existing and new options held after the grant will

be as follows:

Tom Oakley: will hold approximately 4% of the enlarged share capital following the Fundraising

Anesh Patel: will hold approximately 2% of the enlarged share capital following the Fundraising

It is expected that the vesting criteria of the new options to be granted to Tom Oakley and Anesh Patel (“New Options”) will be linked to the future share price of the Ordinary Shares and the Company’s revenue and that the exercise price of the New Options will be based on the prevailing market price around the time of grant.

Related Party Transactions

As part of the Placing, Unicorn VC, a substantial shareholder of the Company and therefore a Related Party as defined by the AIM Rules (“Related Party”), has subscribed for a total of 285,714,290 Placing Shares at the Issue Price under the Placing. Following completion of the Fundraising, Unicorn VC will have an aggregate interest in 485,714,290 Ordinary Shares, representing 18.2 per cent. of the enlarged share capital* of the Company.

Adam Denning, a Non-Executive Director of the Company and a Related Party, has subscribed for a total of 1,428,570 Placing Shares at the Issue Price under the Placing. Following completion of the Fundraising, he will have an aggregate interest in 2,958,981 Ordinary Shares, representing 0.1 per cent. of the enlarged share capital* of the Company.

Certain other Directors have indicated their intention to subscribe for New Ordinary Shares in the Open Offer.

The Directors who are independent of the Fundraising, having consulted with the Company’s nominated adviser, consider that the terms of the participation in the Fundraising by Unicorn and certain of the Directors are fair and reasonable insofar as its shareholders are concerned.

*assuming the Open Offer is fully subscribed

5. OVERSEAS SHAREHOLDERS

The attention of Qualifying Shareholders who have registered addresses outside the United Kingdom, or who are citizens or residents of countries other than the United Kingdom, or who are holding Existing Ordinary Shares for the benefit of such persons, (including, without limitation, custodians, nominees, trustees and agents) or who have a contractual or other legal obligation to forward this document or the Application Form to such persons, is drawn to the information which appears in paragraph 6 of Part III of this document.

In particular, Qualifying Shareholders who have registered addresses in or who are resident in, or who are citizens of, countries other than the UK (including without limitation the United States of America), should consult their professional advisers as to whether they require any governmental or other consents or need to observe any other formalities to enable them to take up their entitlements under the Open Offer.

6. EIS AND VCT

On issue, the New Ordinary Shares will not be treated as either “listed” or “quoted” securities for the purposes of the enterprise investment scheme (EIS) or the venture capital trust (VCT) regime. Provided that the Company remains one which does not have any of its shares quoted on a recognised stock exchange (which for these purposes does not include AIM), the New Ordinary Shares should continue to be treated as unquoted securities.

The following information is based upon the laws and practice currently in force in the UK and may not apply to persons who do not hold their Ordinary Shares as investments.

The Board believes that the New Ordinary Shares to be issued pursuant to the Fundraising will rank as 'eligible shares' for the purposes of EIS and will be capable of being a 'qualifying holding' for the purposes of investment by VCTs.

Potential shareholders or Shareholders of the Company who are in any doubt as to their tax position or who are subject to tax in jurisdictions other than the UK are strongly advised to consult their own independent financial adviser immediately.

EIS and VCT

These details are intended only as a general guide to the current tax position under UK taxation law and are not intended to be exhaustive. Investors who are in any doubt as to their tax position or who are subject to a tax jurisdiction, other than the UK are strongly advised to consult their professional advisers. Companies can raise up to £5 million under the combined VCT, EIS, SEIS, social investment tax relief or any other State aid risk capital investment in any 12-month period (this limit is raised to £10 million in the case of "knowledge-intensive companies" as is the case with the Company).

EIS

The Company has received EIS advance assurance from HMRC.

Provided that the investor and the Company comply with the EIS legislation (Part 5 of the Income Tax Act 2007 and Sections 150A-C and Schedule 5B of the Taxation of Chargeable Gains Act 1992), which includes a requirement that the Ordinary Shares are held by investors for not less than three years, UK taxpayers should qualify for EIS relief on their investment in the New Ordinary Shares.

The Directors believe, subject to a form EIS1 being submitted, that the Company is to be treated as carrying on a qualifying trade for EIS purposes. The Directors intend to manage the Company so as to maintain (as far as they are able) the status of the Company as a qualifying company although no guarantee can be given in this regard.

Shareholders who wish to apply for EIS relief should contact Anesh Patel, the designated Company Secretary, at the registered office of the Company.

There are four EIS tax reliefs being:

(i) Income tax relief

Individuals can obtain income tax relief on the amount subscribed for ordinary shares (to a maximum of £1,000,000 in a tax year in one or more qualifying companies (or £2,000,000 provided that any amount above £1,000,000 is invested in "knowledge-intensive companies")), which are retained for a period of three years, provided the individuals are not connected to the issuing company. A tax credit of 30 per cent. of the eligible amount subscribed is given. The credit is given against the individual's income tax liability for the tax year in which the ordinary shares are issued although it is possible to carry back the relief to the preceding tax year. The relief must be claimed and will be limited to an individual's actual income tax liability in that tax year before EIS relief and cannot create an income tax loss. EIS income tax relief is not available for individuals who, very broadly, own more than 30 per cent. of the ordinary share capital of the Company or certain other connected individuals.

(ii) Capital Gains Tax ("CGT") exemption

Any capital gains realised on the disposal, after three years, of ordinary shares on which EIS income tax relief has been given and not withdrawn are tax-free. This exemption is not available for individuals who, very broadly, own more than 30 per cent. of the ordinary share capital of the Company or certain other connected individuals.

(iii) *Loss relief*

Subject to certain conditions, tax relief is available for a qualifying shareholder who realises a loss on a disposal of ordinary shares on which EIS income tax relief (see (i) above) has been given and not withdrawn.

The amount of the loss (after taking account of the income tax relief initially obtained) can be set against a capital gain in the year of loss or following years or offset against taxable income in the tax year in which the disposal occurs or the preceding year.

(iv) *CGT deferral*

To the extent that a UK resident (which includes individuals and certain trustees) subscribes for qualifying ordinary shares a claim can be made to defer all or part of a chargeable gain arising on the disposal of any asset. Although there is a limit of £1,000,000 (or £2,000,000 in the case where any amount above £1,000,000 is invested in "knowledge-intensive companies") for investments to qualify for income tax relief and a proportionate reduction in the exemption from CGT for subscriptions exceeding this limit (see (i) and (ii) above), there is no limit on the amount of gains that can be deferred in this way. The subscription must have been made within one year before or three years after the date of the disposal which gave rise to the gain or the date when a previously deferred gain crystallises. The gain is deferred until there is a "chargeable event", such as the disposal of ordinary shares.

If the investing ordinary shareholder does not retain the ordinary shares or the EIS rules are otherwise breached, the CGT deferral originally granted will be withdrawn and tax will be charged on the basis of a taxable event occurring at the date the rules cease to be met.

Although the Company currently expects to satisfy the relevant conditions for EIS investment, neither the Directors nor the Company gives any warranty or undertaking that relief will be available in respect of any investment in New Ordinary Shares pursuant to this document, nor do they warrant or undertake that the Company will conduct its activities in a way that qualifies for or preserves its status.

VCT

The status of the New Ordinary Shares as a qualifying holding for VCTs will be conditional, *inter alia*, upon the Company continuing to satisfy the relevant requirements. Although the Company currently expects to satisfy the relevant conditions for VCT investment, neither the Directors nor the Company gives any warranty or undertaking that relief will be available in respect of any investment in the New Ordinary Shares pursuant to this document, nor do they warrant or undertake that the Company will conduct its activities in a way that qualifies for or preserves its status.

As the rules governing EIS and VCT reliefs are complex and interrelated with other legislation, if Shareholders and potential shareholders are in any doubt as to their tax position, require more detailed information than the general outline above, or are subject to tax in a jurisdiction other than the United Kingdom, they should consult their professional adviser.

7. RISK FACTORS AND ADDITIONAL INFORMATION

The attention of Shareholders is drawn to the risk factors set out in Part II and the information contained in Parts III and IV of this document, which provide additional information on the Open Offer.

8. ANNUAL GENERAL MEETING

The notice convening the Annual General Meeting of the Company, to be held at the offices of Trowers & Hamblins LLP, 3 Bunhill Row London, EC1Y 8YZ at 11.00 a.m. on 29 November 2021, is set out at the end of this document.

In addition to the ordinary business of the AGM as detailed in the Notice of Annual General Meeting at the end of this document (Resolutions 3 to 7, an explanatory note for which may be found following the Notice of Annual General Meeting), the Fundraising Resolutions (Resolutions 1 and 2, as summarised below) will be proposed to seek Shareholders' approval to grant new authorities to enable the Directors, *inter alia*, to allot the New Ordinary Shares on a non pre-emptive basis.

- Resolution 1 – authorises the Directors to allot equity securities up to an aggregate nominal amount of £4 million in respect of the Fundraising; and
- Resolution 2 – disapply statutory pre-emption rights in respect of allotments of equity securities up to an aggregate nominal amount of £4 million in respect of the Fundraising.

9. ACTION TO BE TAKEN BY SHAREHOLDERS

Annual General meeting

Qualifying Non-CREST Shareholders should check that they have received the following with this document:

- a Form of Proxy for use in relation to the Annual General Meeting;
- an Application Form (if applicable); and
- a reply-paid envelope for use in connection with the return of the Form of Proxy (in the UK only).

You are strongly encouraged to complete, sign and return your Form of Proxy in accordance with the instructions printed thereon so as to be received, by post or, during normal business hours only, by hand to Share Registrars Limited, Molex House, The Millennium Centre, Crosby Way, Farnham, Surrey GU9 7XX, or emailed to voting@shareregistrars.uk.com as soon as possible but in any event so as to arrive by not later than 11.00 a.m. on 25 November 2021 (or, in the case of an adjournment of the Annual General Meeting, not later than 48 hours before the time fixed for the holding of the adjourned meeting (excluding any part of a day that is not a Business Day)).

If you hold Existing Ordinary Shares in CREST, no Form of Proxy will be sent to you. Instead, you may appoint a proxy by completing and transmitting a CREST proxy instruction to the Company's registrars, Share Registrars Limited (under Participant ID 7RA36) so that it is received by not later than 11.00 a.m. on 25 November 2021.

Appointing a proxy in accordance with the instructions set out above will enable your vote to be counted at the Annual General Meeting in the event of your absence. The completion and return of a Form of Proxy will not preclude you from attending and voting in person at the Annual General Meeting, or any adjournment thereof, should you wish to do so (subject to any measures notified by the Company in connection with the Covid-19 pandemic).

Open Offer

The latest time for application under the Open Offer to be received is 11.00 a.m. on 26 November 2021. The procedure for application and payment depends on whether, at the time at which application and payment is made, you have an Application Form in respect of your Open Offer Entitlements or have Open Offer Entitlements credited to your stock account in CREST in respect of such entitlement. The procedures for application and payment are set out in Part III of this document.

If you are a Qualifying Non-CREST Shareholder you will have received an Application Form which gives details of your entitlement under the Open Offer (as shown by the number of Open Offer Entitlements allocated to you). If you wish to apply for Open Offer Shares under the Open Offer (whether in respect of your Open Offer Entitlement or both your Open Offer Entitlement and any Excess Shares), you should complete the accompanying Application

Form in accordance with the procedure for application set out in Part III of this Circular. Shareholders are advised to return the Application Form using the enclosed reply paid envelope, which can also be used for return of completed Forms of Proxy.

If you are a Qualifying CREST Shareholder and do not hold any Existing Ordinary Shares in certificated form, no Application Form is enclosed with this document and you will receive a credit to your appropriate stock account in CREST in respect of the Open Offer Entitlements representing your entitlement under the Open Offer except (subject to certain conditions) if you are an Overseas Shareholder who has a registered address in or is a resident in or a citizen of a Restricted Jurisdiction. Applications by Qualifying CREST Shareholders for Excess Shares in excess of their Open Offer Entitlements should be made in accordance with the procedures set out in Part III of this document, unless you are an Overseas Shareholder in which event, applications should be made in accordance with the procedures set out in paragraph 6 of Part III of this document. Qualifying CREST Shareholders who are CREST sponsored members should refer to their CREST sponsors regarding the action to be taken in connection with this document and the Open Offer.

If you are in any doubt as to what action you should take, you should immediately seek your own personal financial advice from your stockbroker, bank manager, solicitor, accountant or other independent professional adviser duly authorised under the FSMA if you are resident in the United Kingdom or, if not, from another appropriately authorised independent financial adviser.

10. DIRECTORS' RECOMMENDATION

The Directors consider the Proposals to be in the best interests of the Company and Shareholders as a whole. Accordingly, the Directors recommend unanimously that Shareholders vote in favour of the Resolutions to be proposed at the Annual General Meeting, as they intend to do in respect of their own shareholdings, which total 14,865,858 Existing Ordinary Shares (representing approximately 1.39 per cent. of the Existing Ordinary Share capital).

11. DOCUMENTS AVAILABLE

Copies of this document will be available to the public, free of charge, at the Company's registered office and at the offices of Panmure Gordon, 1 New Change, London, EC4M 9AF, during usual business hours on any weekday (Saturdays, Sundays and public holidays excepted) for one month from the date of this document. This document will also be available on the Company's website, <https://fbkmed.com/feedback-plc/aim-rule-26/>.

Yours sincerely

Professor Rory Shaw
Chairman

PART II

RISK FACTORS

An investment in the Company is subject to a number of risks and uncertainties. Accordingly, in evaluating whether to make an investment in the Company potential investors should consider carefully all of the information set out in this document and the risks attaching to an investment in the Company, including (but not limited to) the risk factors described below, before making any investment decision with respect to the Company's Ordinary Shares. The risk factors described below do not purport to be an exhaustive list and do not necessarily comprise all of the risks to which the Company is exposed or all those associated with an investment in the Company. In particular, the Group's performance is likely to be affected by changes in market and/or economic conditions and in legal, accounting, regulatory and tax requirements. The risk factors described below are not intended to be presented in any assumed order of priority. Additional risks and uncertainties not presently known to the Directors, or which the Directors currently deem immaterial, may also have an adverse effect upon the Group. If any of the following risks were to materialise, the Group's business, financial condition, results, prospects and/or future operations may be materially adversely affected. In such case, the value of the Ordinary Shares may decline and an investor may lose all or part of their investment.

GENERAL RISKS

An investment in the Company is only suitable for investors capable of evaluating the risks and merits of such investment and who have sufficient resources to bear any loss that may result from the investment. A prospective investor should consider with care whether an investment in the Company is suitable for them in light of their personal circumstances and the financial resources available to them. The investment opportunity offered in this document may not be suitable for all recipients of this document. Investors are therefore strongly recommended to consult an investment adviser authorised under FSMA, or such other similar body in their jurisdiction, who specialises in advising on investments of this nature before making their decision to invest.

Investment in the Company should not be regarded as short-term in nature and complementary to investments in a range of other financial assets and should only constitute part of a diversified investment portfolio. There can be no guarantee that any appreciation in the value of the Company's Ordinary Shares will occur or that the commercial objectives of the Company will be achieved. Investors may not get back the full amount initially invested.

The prices of Ordinary Shares and the income (if any) derived from them can go down as well as up. Past performance is not necessarily a guide to the future.

RISKS RELATING TO THE GROUP

Early-stage products with no certainty of cash generation

The Group's focus is on its recently launched products, Bleepa and CareLocker which are at an early stage in their product lifecycle, with Bleepa having been formally launched in 2019 and CareLocker in 2021. The development and commercialisation of the Group's products, which are in relatively early stages of development, will require ongoing development and roll-out, there is a risk that the resulting products will not perform as expected and/or will not be able to perform sufficiently in a demanding clinical setting.

There is also a risk that there will be delays to the development of the products or that unforeseen technical or operational problems arise as the Group achieves commercialisation and roll-out with high-volume clinical workloads and image processing. The Group currently has low levels of operating cash flow and its ultimate success will depend on the Directors' ability to implement the Group's strategy, generate cash flow and access to additional capital. Whilst the Directors are optimistic about the Group's prospects and ability to gain contracts within healthcare settings, there is no certainty that anticipated outcomes and sustainable revenue streams will be achieved. The Group will not generate any material income until full commercialisation of Bleepa is achieved. There can be no assurance that the Group's proposed operations will be cash generative or produce a reasonable return, if any, on any investment.

Reliance on adoption of its products

The Group's strategy to achieve scaled adoption of its products by healthcare providers, including the NHS and private settings, is dependent on the Group's ability to showcase a viable product that solves communication and imaging problems currently being faced and gain meaningful contracts for use of the Group's products. There is no guarantee that any of the third parties being engaged in exploring the products will move to a commercial revenue generating opportunity. To date, Bleepa has been installed in five sites across the UK but wider adoption is not certain, with further roll-out having been slowed also by the impact of COVID-19 and the inherent slow pace of NHS adoption of new technologies.

It is not possible to predict the extent to which potential users of the Group's products in healthcare settings, both public and private, will find the Group's products useful or sign contracts for the license and installation of the products. If the Group is unable to convince key clinical leaders and potential users of the clinical and economic benefits of its products, it may not achieve widespread adoption, which might have a material adverse effect on the Group, its business, financial situation, growth and prospects. Slow adoption of the Group's products or failure to renew contracts or convert pilot schemes or non-binding agreements into commercial contracts could result in timeframes being longer than anticipated which could delay significant revenue generation. While the Directors believe that there is a potentially significant market opportunity for its products, there can be no assurance that its products will prove to be an attractive addition, or alternative, to existing solutions.

Reliance on key individuals

Given the small size of the Group, its future success is substantially dependent on a relatively small number of people and the Directors, therefore, view the continued service of certain Directors, senior management and other key personnel as important. Whilst the Directors are taking steps to ensure that knowledge, skills and expertise are shared so as to avoid the Group being unduly dependent on individuals, they acknowledge that such measures may prove not to be effective if there were adverse circumstances beyond the Group's control affecting one or more key personnel. In order to be able to develop, support and maintain its business, the Group must also recruit and retain suitably qualified personnel. There is no assurance that it will always be able to do so on a timely basis.

Implementation of strategy

There can be no certainty that the Group will be able to implement successfully the strategy set out in this document. In particular the procurement process for the NHS and other healthcare bodies can take time and the intended roll-out of tuberculosis screening in India is at an early stage and dependent on the support and involvement of a number of parties in India. No representation is or can be made as to the future of the Group and there can be no assurance that the Company will achieve its objectives.

Economic and market risks

The Group operates in the medical imaging market. The market is fragmented and the future success of the business is dependent on the ability of the Group to secure new and renew current contracts. These contracts are often with government supported organisations and the timing of these can be dependent on economic and market conditions and government and NHS policies. In the event that government and/or NHS funding or policies change in a way that is no longer aligned with the Group's strategy, this could have a material impact on the timing and likelihood of revenue derived from the NHS.

Covid

The impact of Covid-19 has been both positive and negative for the future prospects of the Group. Covid-19 was also a key driver to the creation of the NHSx Clinical Communication Procurement Framework, which has both endorsed Bleepa and created a vehicle for reimbursement. However, a number of potential customers have delayed further discussions with the Group due to their focus on Covid-19 management. In the event that the pandemic worsens or the impact of the pandemic on the NHS or other potential clients of the Group, both in the UK and overseas increases, this could impact the Group's ability to grow its revenue streams which may impact the future prospects of the Group.

Countries and territories

Expanding into operations outside the UK could expose the Group to additional risks including legal, regulatory, and financial risks. The Group is currently exploring opportunities in India and as such it may be required to comply with regionally specific regulation and legal requirements in order to operate. Failure to comply with applicable legal and regulatory requirements in specific regions could result in a variety of adverse effects, including fines, penalties, inability to obtain or maintain required licenses, permits, or certifications, inability to obtain coverage or reimbursement from third party payors, and lack of market acceptance.

Regulatory approval

The development, evaluation and marketing of the Group's products and ongoing research and development activities are subject to regulation by governments and regulatory agencies in all territories within which the Group intends to market its products (whether itself or through a partner) and there can be no assurance that any of the Group's products will successfully complete any processes required or that approvals to market these products will ultimately be obtained. Failure to obtain regulatory approvals for its products could threaten the Group's ability to trade in the long term.

The time taken to obtain regulatory approval varies between territories and there can be no assurance that any of the Group's products will be approved in any territory within the timescale envisaged by the Board, or at all, and this may result in a delay, or make impossible, the commercial exploitation of the Group's products. Furthermore, each regulatory authority may impose its own requirements and may refuse to grant, or may require additional data before granting an approval, even though the relevant product may have been approved by another country's authority.

If regulatory approval is obtained, products will be subject to continual review and there can be no assurance that such approvals will not be withdrawn or restricted. Changes in applicable legislation or regulatory policies, or discovery of problems with products may result in the imposition of restrictions on sale, including withdrawal of the product from the market, or may otherwise have an adverse effect on the Company's business and/or revenue streams.

Product development and trading

The Group capitalises development costs where there is an expectation that commercially successful products will be developed. The products in development may cost more and/or take longer to develop than the current estimates. It is possible that commercially successful products may not be developed. The Board monitors progress on product development on a regular basis and discusses with potential customers their requirements to mitigate this risk. The Group's products are both innovative and unique but further iterations will be required to be produced quickly to ensure that the products retain their position.

The Company has entered into a number of non-legally binding MOUs and as such there is no guarantee that these MOUs will result in commercial opportunities with legally binding agreements. Failure to convert the MOUs into revenue generating, legally binding agreements could have a material impact on the revenue the Group is able to generate and in turn its future results. In addition, the Company has entered into pilot schemes of which there is no guarantee that this will result in full commercial roll-out to generate greater revenues for the Group.

Reliance on third parties

The implementation of third-party initiatives, which are outside of the control of the Group, drive some of the significant commercial opportunities to the Group. If these initiatives were not to materialise or progress of implementation to be slow it would directly impact the Group and its ability to generate revenue from the opportunity.

The Group's ability to achieve commercial contracts with CDCs is predicated on the NHS agreeing commercial terms and being willing to adopt the Company's technologies as the solution. There is no certainty that contracts will be granted to the Group for any CDC, however the Directors believe the Group is well suited to the CDC pathway as its services would allow the CDC to function with communication between hospitals and GPs in various geographies. The Group is currently in advanced discussions with a number of CDCs.

Similarly, the Group's TB screening opportunity in India is reliant on the Directors ability to form strategic and commercial partnerships with third parties to provide hardware and telecommunications to enable the successful roll-out of the scheme. The opportunity is also dependant on healthcare institutions in India understanding the benefits Bleepa, CareLocker and Bleepa Box can provide. Failure to form the required partnerships or the Indian healthcare system being unwilling to adopt the technologies could have an impact on the Group's ability to generate future growth and potential cashflows.

One of Bleepa's features is to enable third party AI developers to integrate their products into the Bleepa platform to provide smart functionality and tools to healthcare clinicians to enable more efficient and practical solutions to deliver fast diagnostic decisions. However, there is a risk that the third-party integrations may not perform sufficiently or may facilitate inaccurate decision making which in turn has the potential to impact the Company's brand and may result in reduced adoption of Bleepa.

Development and maintenance of the Group's technology and applications is currently outsourced to a third party, although this provides the benefit of reducing fixed overheads, this creates a potential risk of delivery and requires good management of the relationship to ensure developments and new products are delivered when required. In the event that this third party were to no longer be able to provide services to the Group, this could significantly delay the further development and support for the Group's products which may have a significant impact on the Group's revenue prospects.

Credit risk

The Group's credit risk is primarily attributable to its cash and cash equivalents and trade receivables. Credit risk is managed through credit review and approval processes for new customers and ongoing review of each customer's credit history.

Funding

The Group has a history of losses, and anticipates continued losses, which would lead to negative operating cash flow in future periods, and the Group may not achieve or sustain profitability in the near term. The Group's ability to continue as a going concern is subject to significant risks and uncertainty. The Group may not be able to secure additional financing on favourable terms, or at all, to meet future capital needs. There can be no assurance that the Group will meet its funding requirements or that the opportunities being explored will convert into sales and a meaningful revenue stream, or that Shareholder value will be created.

To drive sales and increase adoption of the Group's products, the Group needs to invest further in its sales and marketing capability. Further, the cost of further development of the technology and new applications, although not large, may be significant for the size of the Group. A lack of funding may result in the Group being unable to develop certain features which could be required to gain certain contracts or adoption by specific projects. Currently funding for marketing and development is limited and there is no guarantee further funding will be achieved, as a result this could hold back sales and may result in slower growth and the Group's reduced ability to achieve its strategy.

Competitive environment

The Group operates in a competitive market and the Group is unable to assure investors that future competitors will not emerge, develop and/or introduce new products which will compete with those of the Group on grounds of superior technology, lower price or otherwise. Competitors may also have access to significantly higher levels of funding than the Group which may impact the Group's ability to successfully compete. It is uncertain how long a lead time the Group will have with its innovations and how rapidly competition from other suppliers or alternative technologies may develop. Technological change in the sector within which the Group operates may be particularly rapid and issue-driven and render the Group's products less competitive or even obsolete.

The Group's products compete for technological superiority over those of competitors. There is a risk that new product developments by competitors diminish the attractiveness of the Group's products, reducing sales.

RISKS RELATING TO THE FUNDRAISING

Dilution of ownership of Ordinary Shares

For those Shareholders who do not participate in the Fundraising, their proportionate ownership and voting interest in the Company will be reduced as a consequence of the Fundraising. In particular, to the extent that Shareholders do not take up the offer of Open Offer Shares under the Open Offer, their proportionate ownership and voting interest in the Company will be further reduced and the percentage that their shareholdings represent of the ordinary share capital of the Company will, following Admission, be reduced accordingly. Subject to certain exceptions, Shareholders in the United States and other Restricted Jurisdictions will not be able to participate in the Open Offer. Shareholders should note that their holdings and voting interest in the Company will be reduced, whether or not they elect to participate in the Open Offer, as a result of the Placing.

If the Fundraising does not proceed

Implementation of the Fundraising is conditional, among other things, on Shareholders passing the Fundraising Resolutions. The Fundraising is neither guaranteed nor underwritten. If Shareholders do not pass the Fundraising Resolutions and the Fundraising does not proceed, the net proceeds of the Fundraising will not be received by the Company and it may not be able to further pursue its corporate strategy. The Group would in such circumstances, need to seek alternative equity and/or debt financing on whatever terms are available to it, which may result in greater dilution of the Existing Ordinary Shares and/or in the Company and the Group incurring significant indebtedness. Such equity or debt financing may not be made available on terms that are as favourable to the holders of the Existing Ordinary Shares as those envisaged in the Fundraising, or at all. The Company's business plan and growth prospects may be materially adversely affected as a result of an inability to finance business operations, service debt or obtain alternative financing due to the Fundraising Resolutions not being passed and the Fundraising not proceeding on the terms described in this document.

RISKS RELATING TO THE ORDINARY SHARES

Trading market for the Ordinary Shares

The share price of publicly traded companies, including those quoted on AIM, can be highly volatile and shareholdings illiquid. The Issue Price may not be indicative of the market price for the New Ordinary Shares following Admission. The market price of the Ordinary Shares will be influenced by a large number of factors, which could include, but not be limited to, the performance of both the Company's and its competitors' businesses, variations in the operating results of the Group, divergence in financial results from analysts' expectations, changes in earnings estimates by stock market analysts, large purchases or sales of Ordinary Shares, legislative changes and general economic, political and regulatory conditions. Prospective investors should be aware that the value of an investment in the Company may go down as well as up and that the market price of the Ordinary Shares may not reflect the underlying value of the Group. Investors may therefore realise less than, or lose all of, their investment. The volume of shares traded on AIM can be limited and this may restrict the ability of Shareholders to dispose of Ordinary Shares at any particular time. It may be more difficult for an investor to realise their investment in the Group than in a company whose shares are quoted on the Official List. The AIM Rules for Companies are less demanding than those of the Official List. It is emphasised that no application is being made for the admission of the Company's securities to the Official List.

AIM Rules

The AIM Rules are less onerous than those of the Official List. Neither the FCA nor the London Stock Exchange has examined or approved the contents of this document. Shareholders and prospective investors (as appropriate) should be aware of the risks of investing in AIM quoted shares and should make the decision to invest only after careful consideration and, if appropriate, consultation with an independent financial adviser.

PART III

TERMS AND CONDITIONS OF THE OPEN OFFER

1. Introduction

As explained in Part I of this document, the Company is proposing to issue 1,528,571,420 New Ordinary Shares pursuant to the Placing to raise approximately £10.7 million, before expenses, and up to a further 71,428,571 New Ordinary Shares pursuant to the Open Offer to raise up to a further £0.5 million.

Qualifying Shareholders are being offered the opportunity under the Open Offer to acquire Open Offer Shares at 0.7 pence per Ordinary Share, being the same price per share as in the Placing. The Placing Shares are not subject to clawback and do not form part of the Open Offer.

The Issue Price of 0.7 pence per New Ordinary Share is a discount of 11.9 per cent. to the 10 day average closing price of 0.8 pence per Existing Ordinary Share to 1 November 2021. The New Ordinary Shares will rank *pari passu* in all respects with the Existing Ordinary Shares and will, in aggregate, represent approximately 60.0 per cent. of the Enlarged Share Capital. This document and, where relevant, the Application Form, contain the formal terms and conditions of the Open Offer.

2. The Open Offer

Subject to the terms and conditions set out below and in the Application Form, the Company invites Qualifying Shareholders to apply for Open Offer Shares at the Issue Price, payable in full in cash on application, free of all expenses, on the basis of:

1 Open Offer Share for every 15 Existing Ordinary Shares

held by them and registered in their names at close of business on 29 October 2021, the Record Date and in proportion for any other number of Existing Ordinary Shares then held.

A Qualifying Shareholder who holds Existing Ordinary Shares in certificated and uncertificated form will be treated as having separate holdings for the purpose of calculating entitlements under the Open Offer.

Fractions of Open Offer Shares will not be allocated to Qualifying Shareholders and entitlements to apply for Open Offer Shares will be rounded down to the nearest whole number of Open Offer Shares.

Qualifying Shareholders may apply for any whole number of Open Offer Shares up to their Open Offer Entitlement, which, in the case of Qualifying Non-CREST Shareholders, is equal to the number of Open Offer Shares as shown in Box B on their Application Form or, in the case of Qualifying CREST Shareholders, is equal to the number of Open Offer Shares credited to their stock account in CREST.

Qualifying Shareholders are also invited to apply for additional Open Offer Shares under the Excess Application Facility, up to the total number of Open Offer Shares available under the Open Offer. Any Open Offer Shares not issued to a Qualifying Shareholder pursuant to their Open Offer Entitlement will be apportioned between those Qualifying Shareholders who have applied for Excess Shares at the sole discretion of the Board, provided that no Qualifying Shareholder shall be required to subscribe for more Open Offer Shares than he or she has specified on the Application Form or through CREST.

The Open Offer is not a rights issue. Qualifying CREST Shareholders should note that although the Open Offer Entitlements (in respect of Qualifying CREST Shareholders) may be admitted to CREST and be enabled for settlement, applications in respect of entitlements under the Open Offer may only be made by the Qualifying Shareholder originally entitled or by a person entitled by virtue of a bona fide market claim raised by Euroclear's Claims Processing Unit. Qualifying Non-CREST Shareholders should note that the Application Form is not a negotiable document and cannot be traded. Qualifying Shareholders should be aware that in the Open Offer,

unlike in a rights issue, any Open Offer Shares not applied for will not be sold in the market or placed for the benefit of Qualifying Shareholders who do not apply under the Open Offer.

The Existing Ordinary Shares are already enabled for settlement in CREST. No further application for admission to CREST is required for the Open Offer Shares; all such shares, when issued and fully paid, may be held and transferred by means of CREST as Ordinary Shares.

Application has been made for the Open Offer Entitlements of Qualifying CREST Shareholders to be enabled for settlement in CREST. The conditions to such admission having already been met, the Open Offer Entitlements are expected to be admitted to CREST with effect from 8.00 a.m. on 4 November 2021.

The Open Offer Shares will be issued fully paid and will be identical to, and rank pari passu in all respects with, the Existing Ordinary Shares and will rank for all dividends or other distributions declared, made or paid after the date of issue of the Open Offer Shares. No temporary documents of title will be issued. Further details of the rights attaching to the Existing Ordinary Shares are set out in the Articles of Association which are available on the Company's website (<https://fbkmed.com/feedback-plc/aim-rule-26/>).

3. Conditions of the Open Offer

The Open Offer is conditional upon the Placing Agreement becoming unconditional in all respects (in so far as it relates to the Open Offer). The Placing Agreement is conditional, amongst other things, on:

- i. the passing of the Fundraising Resolutions at the Annual General Meeting;
- ii. completion of the Placing;
- iii. the Placing Agreement not being terminated prior to Admission and becoming and being declared otherwise unconditional in all respects (save for Admission); and
- iv. Admission becoming effective on or before 8.00 a.m. on 30 November 2021 (or such later date and/or time as the Company and Panmure Gordon may agree, being no later than 10 December 2021).

If these and the other conditions to the Open Offer are not satisfied or waived (where capable of waiver), the Open Offer will lapse and will not proceed and any applications made by Qualifying Shareholders will be rejected. In these circumstances, application monies received by the Receiving Agent in respect of Open Offer Shares will be returned (at the applicant's sole risk), without payment of interest, as soon as reasonably practicable thereafter. A summary of the material terms of the Placing Agreement is set out in paragraph 4 of Part I of this document. Lapsing of the Open Offer cannot occur after dealings in the Open Offer Shares have begun.

4. Procedure for application and payment

If you are in any doubt as to the action you should take, or the contents of this document, you should immediately seek your own personal financial advice from your stockbroker, bank manager, solicitor, accountant, fund manager or other independent adviser duly authorised under the FSMA who specialises in advising on the acquisition of shares and other securities.

The action to be taken in relation to the Open Offer depends on whether you receive an Application Form in respect of your Open Offer Entitlement under the Open Offer or have your Open Offer Entitlement credited to your stock account in CREST.

If you receive an Application Form please refer to paragraph 4.1 of this Part III.

If you hold your Existing Ordinary Shares in CREST and have received a credit of Open Offer Entitlements to your CREST stock account, please refer to paragraph 4.2 of this Part III. If a Qualifying CREST Shareholder is a CREST sponsored member they should refer to their CREST sponsor if they wish to apply for all or some of their entitlement

under the Open Offer, as only their CREST sponsor will be able to take the necessary action specified below to apply under the Open Offer in respect of the Open Offer Entitlements of such members held in CREST. CREST members who wish to apply under the Open Offer in respect of their Open Offer Entitlements in CREST should refer to the CREST Manual for further information on the CREST procedures referred to below.

If for any reason it becomes necessary to adjust the expected timetable as set out in this document the Company will make an appropriate announcement to a Regulatory Information Service giving details of the revised dates.

4.1 If you have an Application Form in respect of your Open Offer Entitlement

4.1.1 General

Subject to paragraph 6 of this Part III in relation to Overseas Shareholders, Qualifying Non-CREST Shareholders will receive an Application Form. The Application Form shows the number of Existing Ordinary Shares registered in your name on the Record Date. It also shows the number of Open Offer Shares for which you may apply pursuant to your Open Offer Entitlement (on an initial pro rata basis) as shown by the total number of Open Offer Shares allocated to you. You may apply for less than your initial pro rata entitlement should you wish to do so. You may also apply for Excess Shares by completing Boxes E and F on the Application Form.

Qualifying Non-CREST Shareholders may also hold such an Application Form by virtue of a *bona fide* market claim. If the total number of Open Offer Shares applied for by all Qualifying Shareholders exceeds 71,428,571, applications for Open Offer Shares will be scaled back at the discretion of the Directors. The instructions and other terms set out in the Application Form form part of the terms of the Open Offer in relation to Qualifying Non-CREST Shareholders.

4.1.2 Market claims

Applications for the Open Offer Shares may only be made on the Application Form and may only be made by the Qualifying Non-CREST Shareholder named in it or by a person entitled by virtue of a *bona fide* market claim in relation to a purchase of Existing Ordinary Shares through the market prior to the date upon which the Existing Ordinary Shares were marked “ex” the entitlement to the Open Offer by the London Stock Exchange, being 3 November 2021. Application Forms may be split up to 3.00 p.m. on 24 November 2021.

The Application Form is not a negotiable document and cannot be separately traded. A Qualifying Non-CREST Shareholder who has sold or transferred all or part of his holding of Existing Ordinary Shares prior to 3 November 2021, being the date upon which the Existing Ordinary Shares were marked “ex” the entitlement to the Open Offer by the London Stock Exchange, should consult his broker or other professional adviser as soon as possible, as the invitation to acquire Open Offer Shares under the Open Offer may be a benefit which may be claimed from him by the transferee pursuant to the rules of the London Stock Exchange. Qualifying Non-CREST Shareholders who have sold all of their registered holdings should, if the market claim is to be settled outside CREST, complete Box J on the Application Form and immediately send it to the stockbroker, bank or other agent through whom the sale or transfer was effected for transmission to the purchaser or transferee.

The Application Form should not, however, subject to certain exceptions, be forwarded to or transmitted in or into the United States of America, Canada, Australia, Japan, New Zealand, the Republic of South Africa or any other Restricted Jurisdiction. If the market claim is to be settled outside CREST, the beneficiary of the claim should follow the procedures set out in the Application Form. If the market claim is to be settled in CREST, the beneficiary of the claim should follow the procedures set out in paragraph 4.2 below.

4.1.3 Application procedures

If you are a Qualifying Non-CREST Shareholder and wish to apply for all or some of your entitlement to Open Offer Shares under the Open Offer you should complete and sign the Application Form in accordance

with the instructions on it and send it, together with the appropriate remittance, by post to Share Registrars Limited at Molex House, The Millennium Centre, Crosby Way, Farnham, Surrey GU9 7XX or by hand (during normal business hours only) to Share Registrars Limited at Molex House, The Millennium Centre, Crosby Way, Farnham, Surrey GU9 7XX, so as to arrive no later than 11.00 a.m. on 26 November 2021. A reply-paid envelope is enclosed for use by Qualifying Non-CREST Shareholders in connection with the Open Offer. Please note that the Receiving Agent cannot provide financial advice on the merits of the Open Offer or as to whether or not you should take up your entitlement to Open Offer Shares under the Open Offer.

If any Application Form is sent by first class post or using the reply-paid envelope within the United Kingdom, Qualifying Non-CREST Shareholders are recommended to allow at least four Business Days for delivery. The Receiving Agent, on the Company's behalf but only with the agreement of Panmure Gordon, may elect to accept Application Forms and remittances after 11.00 a.m. on 26 November 2021 in respect of those bearing a post mark of before that date and time. The Receiving Agent may also (on behalf of the Company but only with the agreement of Panmure Gordon) elect to treat an Application Form as valid and binding on the person(s) by whom or on whose behalf it is lodged, even if it is not completed in accordance with the relevant instructions, or if it does not strictly comply with the terms and conditions of application. Applications will not be acknowledged.

The Receiving Agent, on behalf of the Company but only with the agreement of Panmure Gordon, also reserves the right (but shall not be obliged) to accept applications in respect of which remittances are received prior to 11.00 a.m. on 26 November 2021 from an authorised person (as defined in the FSMA) specifying the number of Open Offer Shares applied for and undertaking to lodge the relevant Application Form in due course but, in any event, within two Business Days.

4.1.4 EIS

Qualifying Non-CREST Shareholders who intend to claim EIS relief in respect of their investment under the Open Offer should request a Certificate in respect of some or all of their Open Offer Shares by completing 'Box EIS' on the Application Form. However, please note that the Company will not be able submit an application to HMRC for authority to issue any Shareholder with a Certificate if that Shareholder fails to indicate that they wish to receive a Certificate in respect of some or all of the Open Offer Shares specified on their Application Form and/or they fail to provide any other information which the Company may reasonably request from them to enable it to submit its application to HMRC. Neither the Company nor the Directors gives any guarantee that HMRC will authorise the Company to issue such Certificates. Shareholders of the Company who are in any doubt as to their tax position or who are subject to tax in jurisdictions other than the UK are strongly advised to consult their own independent financial adviser immediately. For information on EIS relief generally please refer to paragraph of paragraph 6 of Part I of this document.

4.1.5 Payments

All payments must be in pounds sterling and cheques or banker's drafts should be made payable to 'Share Registrars Limited Receiving Agent Account' and crossed 'A/C payee only'. Cheques or banker's drafts must be drawn on an account at a branch of a bank or building society in the British Isles which is either a settlement member of the Cheque and Credit Clearing Company Limited or the CHAPS Clearing Company Limited or which has arranged for its cheques and banker's drafts to be cleared through the facilities provided by any of those companies or committees and must bear the appropriate sort code in the top right hand corner. Eurocheques will not be accepted. Cheques should be drawn on the personal account to which you have sole or joint title to funds. Third party cheques will not be accepted with the exception of building society cheques or banker's drafts where the bank or building society has confirmed the name of the account holder (which should match the name detailed on page 1 of the Application Form) and have added the branch stamp.

Cheques or banker's drafts will be presented for payment upon receipt. The Company reserves the right to instruct the Receiving Agent to seek special clearance of cheques and banker's drafts to allow the

Company to obtain value for remittances at the earliest opportunity. No interest will be allowed on payments made before they are due and any interest earned on such payments will accrue for the benefit of the Company. It is a term of the Open Offer that cheques shall be honoured on first presentation, and the Company and/or the Receiving Agent (on the Company's behalf) may elect in their absolute discretion to treat as invalid acceptances in respect of which cheques are not so honoured. Application monies will be paid into a separate bank account pending the Open Offer becoming unconditional. In the event that the Open Offer does not become unconditional the Open Offer will lapse and application monies will be returned by post to applicants, at the applicants' risk and without interest, to the address set out on the Application Form, as soon as practicable. The interest earned on monies held in the separate bank account will be retained for the benefit of the Company.

4.1.6 Effect of application

All documents and remittances sent by post by or to an applicant (or as the applicant may direct) will be sent at the applicant's own risk. By completing and delivering an Application Form, you (as the applicant(s)):

- i. request that the Open Offer Shares to which you will become entitled be issued to you on the terms set out in this document and subject to the Articles of Association of the Company;
- ii. agree that all applications, and contracts resulting therefrom, under the Open Offer shall be governed by, and construed in accordance with, the laws of England;
- iii. confirm that in making the application you are not relying on any information or representation other than that contained in this document, and you accordingly agree that no person responsible solely or jointly for this document or any part of it shall have any liability for any such information or representation not so contained;
- iv. represent and warrant that you are the Qualifying Shareholder originally entitled to the Open Offer Entitlements or that if you have received some or all of your Open Offer Entitlements from a person other than the Company, you are entitled to apply under the Open Offer in relation to such Open Offer Entitlements by virtue of a *bona fide* market claim;
- v. represent and warrant that you are not, and nor are you applying as nominee or agent for, a person who is or may be liable to notify and account for tax under the Stamp Duty Reserve Tax Regulations 1986 at any of the increased rates referred to in Section 93 (Depository Receipts) or Section 96 (Clearance Services) of the Finance Act 1986; and
- vi. confirm that in making such application you are not relying on any information in relation to the Company other than that contained in this document and you agree that no person responsible solely or jointly for this document or any part of it or involved in the preparation thereof shall have any liability for any such other information and further agree that having had the opportunity to read this document, you will be deemed to have had notice of all the information concerning the Company contained therein.

If you do not wish to apply for any of the Open Offer Shares to which you are entitled under the Open Offer, you should take no action and not complete or return the Application Form. Shareholders are nevertheless requested to complete and return the enclosed Form of Proxy for use at the Annual General Meeting to be held at the offices of Trowers & Hamlins LLP, 3 Bunhill Row London, EC1Y 8YZ at 11.00 a.m. on 29 November 2021.

If you are in doubt whether or not you should apply for any of the Open Offer Shares under the Open Offer, you should consult your independent financial adviser immediately. All enquiries in relation to completion of the Application Form by Qualifying Non-CREST Shareholders under the Open Offer should be addressed to Share Registrars Limited at Molex House, The Millennium Centre, Crosby Way, Farnham, Surrey GU9 7XX telephone 01252 821390 or, if telephoning from outside the UK, on +44 1252 821390 between 9.00 a.m. and 5.30 p.m. Calls to the Share Registrars' number are charged at the standard geographic rate and will vary by provider. Calls to the Share Registrars' number from outside the UK are

charged at applicable international rates. Different charges may apply to calls made from mobile telephones and calls may be recorded and monitored randomly for security and training purposes. Share Registrars cannot provide advice on the merits of the Proposals nor given any financial, legal or tax advice.

4.2 If you have Open Offer Entitlements credited to your stock account in CREST in respect of your entitlement under the Open Offer

4.2.1 General

Subject as provided in paragraph 6 of this Part III in relation to certain Overseas Shareholders, each Qualifying CREST Shareholder will receive credits to his stock account in CREST of his Open Offer Entitlements equal to the number of Open Offer Shares for which he is entitled to apply under the Open Offer. Entitlements to Open Offer Shares will be rounded down to the nearest whole number and any fractional entitlements will therefore also be rounded down. Qualifying CREST Shareholders may also apply for Open Offer Shares in excess of their Open Offer Entitlement under the Excess Application Facility.

The CREST stock account to be credited will be the account under the participant ID and member account ID which holds the Existing Ordinary Shares held on the Record Date by the Qualifying CREST Shareholder in respect of which the Open Offer Entitlement has been allocated.

If for any reason the Open Offer Entitlements cannot be enabled for settlement in CREST by, or the stock accounts of Qualifying CREST Shareholders cannot be credited by, 8.00 a.m. on 4 November 2021 or such later time as the Company (with the consent of Panmure Gordon) may decide, an Application Form will be sent out to each Qualifying CREST Shareholder in substitution for the Open Offer Entitlements credited (or due to be credited) to his stock account in CREST. In these circumstances the expected timetable as set out in this document will be adjusted as appropriate and the provisions of this document applicable to Qualifying Non-CREST Shareholders with Application Forms will apply to Qualifying CREST Shareholders who receive an Application Form.

CREST members who wish to apply for some or all of their entitlements to Open Offer Shares should refer to the CREST Manual for further information on the CREST procedures referred to below. Should you need advice with regard to these procedures, please contact Share Registrars on 01252 821390 (if calling from within the UK) or +44 1252 821390 (if calling from outside the UK). Lines will be open Monday to Friday 9.00 a.m. to 5.30 p.m. excluding bank and public holidays. Calls may be recorded and monitored randomly for security and training purposes. If you are a CREST sponsored member you should consult your CREST sponsor if you wish to apply for Open Offer Shares as only your CREST sponsor will be able to take the necessary action to make this application in CREST.

4.2.2 Market claims

Each of the Open Offer Entitlements will constitute a separate security for the purposes of CREST. Although Open Offer Entitlements will be admitted to CREST and be enabled for settlement, applications in respect of Open Offer Entitlements may only be made by the Qualifying Shareholder originally entitled or by a person entitled by virtue of a bona fide market claim transaction.

Transactions identified by the CREST Claims Processing Unit as “cum” the Open Offer Entitlement will generate an appropriate market claim transaction and the relevant Open Offer Entitlement(s) will thereafter be transferred accordingly. Please note that automated CREST generated claims and buyer protection will not be offered on the Excess CREST Open Offer Entitlement security.

4.2.3 USE instructions

CREST members who wish to apply for Open Offer Shares in respect of all or some of their Open Offer Entitlements in CREST must send (or, if they are CREST sponsored members, procure that their CREST

sponsor sends) an Unmatched Stock Event (“USE”) instruction to Euroclear which, on its settlement, will have the following effect:

- i. the crediting of a stock account of the Receiving Agent under the participant ID and member account ID specified below, with a number of Open Offer Entitlements corresponding to the number of Open Offer Shares applied for; and
- ii. the creation of a CREST payment, in accordance with the CREST payment arrangements, in favour of the payment bank of the Receiving Agent in respect of the amount specified in the USE instruction which must be the full amount payable on application for the number of Open Offer Shares referred to in (i) above.

4.2.4 Content of USE instructions in respect of the Open Offer Entitlement

The USE instruction must be properly authenticated in accordance with Euroclear’s specifications and must contain, in addition to the other information that is required for settlement in CREST, the following details:

- i. the number of Open Offer Shares for which application is being made (and hence the number of the Open Offer Entitlement(s) being delivered to the Receiving Agent);
- ii. the ISIN of the Open Offer Entitlement. This is GB00BNVT4F96.
- iii. the participant ID of the accepting CREST member;
- iv. the member account ID of the accepting CREST member from which the Open Offer Entitlements are to be debited;
- v. the participant ID of the Receiving Agent. This is 7RA36;
- vi. the member account ID of the Receiving Agent. This is RECEIVE;
- vii. the amount payable by means of a CREST payment on settlement of the USE instruction. This must be the full amount payable on application for the number of Open Offer Shares referred to in (i) above; viii. the intended settlement date. This must be on or before 11.00 a.m. on 26 November 2021;
- viii. the corporate action number for the Open Offer. This will be available on viewing the relevant corporate action details in CREST; and
- ix. the number of Open Offer Shares (if any) for which application is being made for EIS purposes should be specified in the ‘shared note field’ in the USE Instruction preceded with ‘EIS Open Offer Shares’. If this field is left blank or is un-recognisable then the applicant shall receive Open Offer Shares that are not issued as EIS shares in substitute (subject to the limits under the Excess Application Facility).

In order for an application under the Open Offer to be valid, the USE instruction must comply with the requirements as to authentication and contents set out above and must settle on or before 11.00 a.m. on 26 November 2021.

In order to assist prompt settlement of the USE instruction, CREST members (or their sponsors, where applicable) may consider adding the contact name and telephone number (in the free format shared note field); and a priority of at least 80.

CREST members and, in the case of CREST sponsored members, their CREST sponsors, should note that the last time at which a USE instruction may settle on 26 November 2021 in order to be valid is 11.00 a.m. on that day.

4.2.5 Content of USE instruction in respect of Excess Entitlements

The USE instruction must be properly authenticated in accordance with Euroclear's specifications and must contain, in addition to the other information that is required for settlement in CREST, the following details:

- i. the number of Excess Entitlements for which application is being made;
- ii. the ISIN of the Excess Entitlements. This is GB00BNVT6D13;
- iii. the CREST participant ID of the accepting CREST member;
- iv. the CREST member account ID of the accepting CREST member from which the Excess Entitlements are to be debited;
- v. the participant ID of the Receiving Agent in its capacity as a CREST receiving agent. This is 7RA36;
- vi. the member account ID of the Receiving Agent in its capacity as a CREST receiving agent. This is RECEIVE;
- vii. the amount payable by means of a CREST payment on settlement of the USE instruction. This must be the full amount payable on application for the number of Excess Entitlements referred to in (i) above;
- viii. the intended settlement date. This must be on or before 11.00 a.m. on 26 November 2021;
- ix. the Corporate Action Number for the Open Offer. This will be available by viewing the relevant corporate action details in CREST; and
- x. the number of Open Offer Shares (if any) for which application is being made for EIS purposes pursuant to the Excess CREST Open Offer Entitlement should be specified in the 'shared note field' in the USE Instruction preceded with 'EIS Open Offer Shares'. If this field is left blank or is un-recognisable then the applicant shall receive Open Offer Shares that are not issued as EIS shares in substitute (subject to the limits under the Excess Application Facility).

In order for an application under the Open Offer to be valid, the USE instruction must comply with the requirements as to authentication and contents set out above and must settle on or before 11.00 a.m. on 26 November 2021.

In order to assist prompt settlement of the USE instruction, CREST members (or their sponsors, where applicable) may consider adding the contact name and telephone number (in the free format shared note field); and a priority of at least 80.

CREST members and, in the case of CREST sponsored members, their CREST sponsors, should note that the last time at which a USE instruction may settle on 26 November 2021 in order to be valid is 11.00 a.m. on that day.

4.2.6 Deposit of Open Offer Entitlements into, and withdrawal from, CREST

A Qualifying Non-CREST Shareholder's entitlement under the Open Offer as set out in an Application Form may be deposited into CREST (either into the account of the Qualifying Shareholder named in the Application Form or into the name of a person entitled by virtue of a bona fide market claim), provided that such Qualifying Non-CREST Shareholder is also a CREST member. Similarly, Open Offer Entitlements held in CREST may be withdrawn from CREST so that the entitlement under the Open Offer is reflected in an Application Form. Normal CREST procedures (including timings) apply in relation to any such deposit or withdrawal, subject (in the case of a deposit into CREST) as set out in the Application Form.

A holder of an Application Form who is proposing so to deposit the entitlement set out in such form is recommended to ensure that the deposit procedures are implemented in sufficient time to enable the

person holding or acquiring the Open Offer Entitlements following their deposit into CREST to take all necessary steps in connection with taking up the entitlement prior to 11.00 a.m. on 26 November 2021.

In particular, having regard to normal processing times in CREST and, on the part of the Receiving Agent, the recommended latest time for depositing an Application Form with the CCSS (the CREST Courier and Sorting Service, established by Euroclear to facilitate, inter alia, the deposit and withdrawal of certificated securities), where the person entitled wishes to hold the entitlement under the Open Offer set out in such Application Form as Open Offer Entitlements in CREST, is 3.00 p.m. on 23 November 2021, and the recommended latest time for receipt by Euroclear of a dematerialised instruction requesting withdrawal of Open Offer Entitlements from CREST is 4.30 p.m. on 22 November 2021, in either case so as to enable the person acquiring or (as appropriate) holding the Open Offer Entitlements following the deposit or withdrawal (whether as shown in an Application Form or held in CREST) to take all necessary steps in connection with applying in respect of the Open Offer Entitlements prior to 11.00 a.m. on 26 November 2021.

4.2.7 EIS

Qualifying CREST Shareholders who intend to claim EIS relief in respect of their investment under the Open Offer should request a Certificate in respect of some or all of their Open Offer Shares by electing to apply for EIS in respect of such number of Ordinary Shares as they shall specify. However, please note that the Company will not be able submit an application to HMRC for authority to issue any Shareholder with a Certificate if that Shareholder fails to populate the 'shared note field' in the USE Instruction and/or they fail to provide any other information which the Company may reasonably request from them to enable it to submit its application to HMRC. Please refer to paragraphs 4.2.4(x) and 4.2.5(x) of this Part III for further information. Neither the Company nor the Directors gives any guarantee that HMRC will authorise the Company to issue such Certificates. Shareholders who are in any doubt as to their tax position or who are subject to tax in jurisdictions other than the UK are strongly advised to consult their own independent financial adviser immediately. For information on EIS relief generally please refer to paragraph 6 of Part I of this document.

4.2.8 Validity of application

A USE instruction complying with the requirements as to authentication and contents set out above which settles by no later than 11.00 a.m. on 26 November 2021 will constitute a valid application under the Open Offer.

4.2.9 CREST procedures and timings

CREST members and (where applicable) their CREST sponsors should note that Euroclear does not make available special procedures, in CREST, for any particular corporate action. Normal system timings and limitations will therefore apply in relation to the input of a USE instruction and its settlement in connection with the Open Offer. It is the responsibility of the CREST member concerned to take (or, if the CREST member is a CREST sponsored member, to procure that his CREST sponsor takes) such action as shall be necessary to ensure that a valid application is made as stated above by 11.00 a.m. on 26 November 2021. In this connection CREST members and (where applicable) their CREST sponsors are referred in particular to those sections of the CREST Manual concerning practical limitations of the CREST system and timings.

4.2.10 Incorrect or incomplete applications

If a USE instruction includes a CREST payment for an incorrect sum, the Company through the Receiving Agent reserves the right:

- i. to reject the application in full and refund the payment to the CREST member in question;

- ii. in the case that an insufficient sum is paid, to treat the application as a valid application for such lesser whole number of Open Offer Shares as would be able to be applied for with that payment at the Issue Price, refunding any unutilised sum to the CREST member in question;
- iii. in the case that an excess sum is paid, to treat the application as a valid application for all the Open Offer Shares referred to in the USE instruction(s) refunding any unutilised sum to the CREST member in question.

4.2.11 Effect of a valid application

A CREST member who makes or is treated as making a valid application in accordance with the above procedures will thereby:

- i. pay the amount payable on application in accordance with the above procedures by means of a CREST payment in accordance with the CREST payment arrangements (it being acknowledged that the payment to the Receiving Agent payment bank in accordance with the CREST payment arrangements shall, to the extent of the payment, satisfy the obligation of the CREST member to pay to the Company the amount payable on application);
- ii. request that the Open Offer Shares to which he will become entitled be issued to him on the terms set out in this document and subject to the Articles of Association of the Company;
- iii. agree that all applications and contracts resulting therefrom under the Open Offer shall be governed by, and construed in accordance with, the laws of England;
- iv. represent and warrant that he or she is not and nor is he or she applying as nominee or agent for a person who is or may be liable to notify and account for tax under the Stamp Duty Reserve Tax Regulations 1986 at any of the increased rates referred to in Section 93 (Depository Receipts) or Section 96 (Clearance Services) of the Finance Act 1986;
- v. confirm that in making such application he or she is not relying on any information in relation to the Company other than that contained in this document and agrees that no person responsible solely or jointly for this document or any part of it or involved in the preparation thereof shall have any liability for any such other information and further agree that having had the opportunity to read this document, he will be deemed to have had notice of all the information concerning the Company contained therein; and
- vi. represent and warrant that he or she is the Qualifying Shareholder originally entitled to the Open Offer Entitlements or that he has received such Open Offer Entitlements by virtue of a bona fide market claim.

4.2.12 The Company's discretion as to rejection and validity of applications

The Company and Panmure Gordon may in their discretion:

- i. treat as valid (and binding on the CREST member concerned) an application which does not comply in all respects with the requirements as to validity set out or referred to in this Part III;
- ii. accept an alternative properly authenticated dematerialised instruction from a CREST member or (where applicable) a CREST sponsor as constituting a valid application in substitution for or in addition to a USE instruction and subject to such further terms and conditions as the Company may determine;
- iii. treat a properly authenticated dematerialised instruction (in this sub-paragraph the 'first instruction') as not constituting a valid application if, at the time at which the Receiving Agent receives a properly authenticated dematerialised instruction giving details of the first instruction or thereafter, either the Company or the Receiving Agent have received actual notice from Euroclear of any of the matters specified in regulation 35(5)(a) of the CREST

Regulations in relation to the first instruction. These matters include notice that any information contained in the first instruction was incorrect or notice of lack of authority to send the first instruction; and

- iv. accept an alternative instruction or notification from a CREST member or CREST sponsored member or (where applicable) a CREST sponsor, or extend the time for settlement of a USE instruction or any alternative instruction or notification, in the event that, for reasons or due to circumstances outside the control of any CREST member or CREST sponsored member or (where applicable) CREST sponsor, the CREST member or CREST sponsored member is unable validly to apply for Open Offer Shares by means of the above procedures. In normal circumstances, this discretion is only likely to be exercised in the event of any interruption, failure or breakdown of CREST (or any part of CREST) or on the part of the facilities and/or systems operated by the Registrar in connection with CREST.

4.2.13 Lapse of the Open Offer

In the event that the Open Offer does not become unconditional by 8.00 a.m. on 30 November 2021 or such later time and date as Panmure Gordon and the Company may agree, being no later than 10 December 2021, the Open Offer will lapse, the Open Offer Entitlements admitted to CREST will be disabled and the Receiving Agent will refund the amount paid by a Qualifying CREST Shareholder by way of a CREST payment, without interest, as soon as practicable thereafter. The interest earned on such monies, if any, will be retained for the benefit of the Company.

5. Money Laundering Regulations

5.1 Holders of Application Forms

It is a term of the Open Offer that, to ensure compliance with the Money Laundering Regulations, the Receiving Agent may require, at its absolute discretion, verification of the identity of the person by whom or on whose behalf an Application Form is lodged with payment (which requirements are referred to below as the “verification of identity requirements”). If the Application Form is submitted by a UK regulated broker or intermediary acting as agent, and which is itself subject to the Money Laundering Regulations, any verification of identity requirements are the responsibility of such broker or intermediary and not of the Receiving Agent. In such case, the lodging agent’s stamp should be inserted on the Application Form.

The person lodging the Application Form with payment, and in accordance with the other terms as described above (the “acceptor”), including any person who appears to the Receiving Agent to be acting on behalf of some other person, accepts the Open Offer in respect of such number of the Open Offer Shares as referred to in the Application Form (for the purposes of this paragraph 5.1 (the “relevant shares”)) shall thereby be deemed to agree to provide the Receiving Agent and/or the Company with such information and other evidence as they or either of them may require to satisfy the verification of identity requirements.

If the Receiving Agent determines that the verification of identity requirements apply to any applicant or application, and the verification of identity requirements have not been satisfied (which the Receiving Agent shall in its absolute discretion determine), the Company may, in its absolute discretion, and without prejudice to any other rights of the Company, treat the application as invalid or may confirm the allotment of the relevant shares to the applicant but (notwithstanding any other term of the Open Offer) the relevant shares will not be issued to the applicant unless and until the verification of identity requirements have been satisfied in respect of that application (which the Receiving Agent shall in its absolute discretion determine).

If the application is treated as invalid and the verification of identity requirements are not satisfied within such period, being not less than seven days after a request for evidence of identity is despatched to the applicant, the Company will be entitled to make arrangements (in its absolute discretion as to manner, timing and terms) to sell the relevant shares (and for that purpose the Company will be expressly authorised to act as agent of the applicant). Any proceeds of sale (net of expenses) of the relevant shares which shall be issued to and registered in the name of the purchasers or an amount equivalent to the original payment, whichever is the lower, will be held by the Company on trust for the applicant, subject to the requirements of the Money Laundering

Regulations being satisfied. The Receiving Agent is entitled, in its absolute discretion, to determine whether the verification of identity requirements apply to any applicant or application and whether such requirements have been satisfied. Neither the Company nor the Receiving Agent will be liable to any person for any loss or damage suffered or incurred (or alleged), directly or indirectly, as a result of the exercise of any such discretion or as a result of any sale of relevant shares. Submission of an Application Form with the appropriate remittance will constitute a warranty from the applicant that the Money Laundering Regulations will not be breached by application of such remittance. If the verification of identity requirements apply, failure to provide the necessary evidence of identity within a reasonable time may result in your application being treated as invalid or in delays in the despatch of share certificates or in crediting CREST stock accounts.

The verification of identity requirements will not usually apply:

- i. if the applicant is an organisation required to comply with the Money Laundering Directive (the Council Directive on the prevention of the use of the financial system for the purpose of money laundering (no. 91/308/EEC);
- ii. if the applicant is a regulated United Kingdom broker or intermediary acting as agent and is itself subject to the Money Laundering Regulations; or
- iii. if the applicant (not being an applicant who delivers his application in person) makes payment by way of a cheque drawn on an account in the name of such applicant.

Third party cheques will not be accepted with the exception of banker's drafts or building society cheques where the bank or building society has confirmed the name of the account holder (which must be the same name as appears on page 1 of the Application Form) on the back of the draft or cheque and have added their branch stamp.

In other cases the verification of identity requirements may apply. The following guidance is provided in order to assist in satisfying the verification of identity requirements and to reduce the likelihood of difficulties or delays and potential rejection of an application (but does not limit the right of the Receiving Agent to require verification of identity as stated above). Satisfaction of the verification of identity requirements may be facilitated in the following ways:

- A. if payment is made by building society cheque (not being a cheque drawn on an account of the applicant) or banker's draft, by the building society or bank endorsing on the cheque or draft the applicant's name and the number of an account held in the applicant's name at such building society or bank, such endorsement being validated by a stamp and an authorised signature; or
- B. if the Application Form is lodged with payment by an agent which is an organisation of the kind referred to in (i) above or which is subject to anti-money laundering regulation in a country which is a member of the financial action task force (the non- European Union members of which are Argentina, Australia, Brazil, Canada, Hong Kong, Iceland, Japan, Mexico, New Zealand, Norway, the Russian Federation, Singapore, South Africa, Switzerland, Turkey, the United States of America and, by virtue of their membership of the gulf co-operation council, Bahrain, Kuwait, Oman, Qatar, Saudi Arabia and the United Arab Emirates), the agent should provide written confirmation that it has that status with the Application Form and written assurance that it has obtained and recorded evidence of the identity of the persons for whom it acts and that it will on demand make such evidence available to the receiving agent or the relevant authority.

In order to confirm the acceptability of any written assurance referred to above or any other case, the applicant should contact the Receiving Agent;

If the Application Form(s) is/are in respect of Open Offer Shares with an aggregate subscription price of €15,000 (approximately £12,500) or more and is/are lodged by hand by the acceptor in person, or if the Application Form(s) in respect of Open Offer Shares is/are lodged by hand by the acceptor and the accompanying payment is not the acceptor's own cheque, he or she should ensure that he or she has with him or her evidence of identity bearing his or her photograph (for example, his or her passport) and separate evidence of his or her address. If, within a reasonable period of time following a request for verification of identity, and in any case by no later

than 11.00 a.m. on 26 November 2021, the Receiving Agent has not received evidence satisfactory to it as aforesaid, the Receiving Agent may, at its discretion, as agent of the Company, reject the relevant application, in which event the monies submitted in respect of that application will be returned without interest to the account at the drawee bank from which such monies were originally debited (without prejudice to the rights of the Company to undertake proceedings to recover monies in respect of the loss suffered by it as a result of the failure to produce satisfactory evidence as aforesaid).

5.2 Open Offer Entitlements in CREST

Submission of a USE instruction which on its settlement constitutes a valid application as described above constitutes a warranty and undertaking by the applicant to provide promptly to the Receiving Agent such information as may be specified by the Receiving Agent as being required for the purposes of the Money Laundering Regulations. Pending the provision of evidence satisfactory to the Receiving Agent as to identity, the Receiving Agent may in its absolute discretion take, or omit to take, such action as it may determine to prevent or delay issue of the Open Offer Shares concerned. If satisfactory evidence of identity has not been provided within a reasonable time, then the application for the Open Offer Shares represented by the USE instruction will not be valid. This is without prejudice to the right of the Company to take proceedings to recover any loss suffered by it as a result of failure to provide satisfactory evidence.

6. Overseas Shareholders

6.1 General

The making of the Open Offer to Overseas Shareholders may be affected by the laws or regulatory requirements of the relevant jurisdiction. Overseas Shareholders who are in any doubt in this respect should consult their professional advisers. No person receiving a copy of this document and/or an Application Form and/or receiving a credit of Open Offer Entitlements to a stock account in CREST in any territory other than the United Kingdom may treat the same as constituting an invitation or offer to him, nor should he in any event use such Application Form or credit of Open Offer Entitlements to a stock account in CREST, unless, in the relevant territory, such an invitation or offer could lawfully be made to him or such Application Form or credit of Open Offer Entitlements to a stock account in CREST could lawfully be used without contravention of any legislation or other local regulatory requirements. Receipt of this document and/or an Application Form or the crediting of Open Offer Entitlements to a stock account in CREST does not constitute an invitation or offer to Overseas Shareholders in the territories in which it would be unlawful to make an invitation or offer and in such circumstances this document and/or any Application Forms are sent for information only.

It is the responsibility of any person receiving a copy of this document and/or an Application Form and/or receiving a credit of Open Offer Entitlements to a stock account in CREST outside the United Kingdom and wishing to make an application for any Open Offer Shares to satisfy himself as to the full observance of the laws and regulatory requirements of the relevant territory in connection therewith, including obtaining any governmental or other consents which may be required or observing any other formalities required to be observed in such territory and paying any issue, transfer or other taxes due in such other territory. Persons (including, without limitation, nominees and trustees) receiving an Application Form and/or receiving credits of Open Offer Entitlements to a stock account in CREST should not, in connection with the Open Offer, distribute or send the Application Form or transfer the Open Offer Entitlements into any jurisdiction when to do so would or might contravene local securities laws or regulations, including the United States and the Restricted Jurisdictions.

If an Application Form or a credit of Open Offer Entitlements to a stock account in CREST is received by any person in any such jurisdiction or by the agent or nominee of such person, he or she must not seek to take up the Open Offer Shares except pursuant to an express agreement with the Company. Any person who does forward an Application Form or transfer the Open Offer Entitlements into any such jurisdiction, whether pursuant to a contractual or legal obligation or otherwise, should draw the attention of the recipient to the contents of this paragraph 6. The Company, Panmure Gordon and the Receiving Agent reserve the right to reject an Application Form or transfer of Open Offer Entitlements from or in favour of Shareholders in any such jurisdiction or persons who are acquiring Open Offer Shares for resale in any such jurisdiction.

The Company, Panmure Gordon and the Receiving Agent reserve the right in their absolute discretion to treat as invalid any application for Open Offer Shares under the Open Offer if it appears to the Company, Panmure Gordon and the Receiving Agent and their agents that such application or acceptance thereof may involve a breach of the laws or regulations of any jurisdiction or if in respect of such application the Company, Panmure Gordon and the Receiving Agent have not been given the relevant warranty concerning overseas jurisdictions set out in the Application Form or in this document, as appropriate. All payments under the Open Offer must be made in pounds sterling.

6.2 United States

The Open Offer Shares and the Open Offer Entitlements have not been and will not be registered under the Securities Act or under any relevant securities laws of any state or other jurisdiction of the United States and, accordingly, may not, be offered, sold, taken up, delivered or transferred in or into the United States. Subject to certain exceptions, Qualifying Shareholders with registered addresses in, or who are located in, the United States, may not participate in the Open Offer. Neither this document nor the Application Form constitutes or will constitute or form any part of an offer or an invitation to apply for or an offer or an invitation to acquire any Open Offer Entitlements or Open Offer Shares in the United States. An Application Form will not be sent to any Shareholder located in or having a registered address in the United States. Unless otherwise agreed by the Company in its sole discretion, Application Forms sent from or post-marked in the United States will be deemed to be invalid and all persons acquiring Open Offer Shares and wishing to hold such Open Offer Shares in registered form must provide an address for registration outside the United States. No Open Offer Entitlements will be credited to a stock account in CREST of any Qualifying Shareholder with a registered address in the United States. Unless otherwise agreed by the Company and Panmure Gordon at their discretion, any person completing an Application Form or applying for Open Offer Shares will be required to represent that such person (i) is not located in the United States or any other Restricted Jurisdiction; (ii) is not in any jurisdiction in which it is unlawful to make or accept an offer to acquire the Open Offer Shares; (iii) is not exercising for the account of any person who is located in the United States, unless (a) the instruction to exercise was received from a person outside the United States and (b) the person giving such instruction has confirmed that (x) it has the authority to give such instruction, and (y) either (A) it has investment discretion over such account or (B) it is an investment manager or investment company that it is acquiring the Open Offer Shares in an “off shore transaction” within the meaning of Regulation S (as promulgated under the Securities Act); and (iv) is not acquiring the Open Offer Shares with a view to the offer, sale, resale, transfer, delivery or distribution, directly or indirectly, of any such Open Offer Shares into the United States, any of the Restricted Jurisdictions or any other jurisdiction referred to in (ii) above.

6.3 Restricted Jurisdictions

Due to restrictions under the securities laws of the Restricted Jurisdictions, and subject to certain exceptions, persons who have registered addresses in, or who are located, resident or ordinarily resident in, or citizens of, any Restricted Jurisdictions will not qualify to participate in the Open Offer and will not be sent an Application Form, nor will their stock accounts in CREST be credited with Open Offer Entitlements. The Open Offer Shares have not been, and will not be, registered under the relevant laws of any Restricted Jurisdictions or any state, province or territory of them and may not be offered, sold, resold, delivered or distributed, directly or indirectly, in or into any Restricted Jurisdictions or to, or for the account or benefit of, any person with a registered address in, or who is located, resident or ordinarily resident in, or a citizen of, any Restricted Jurisdictions except pursuant to an applicable exemption. Subject to certain exceptions, no offer of Open Offer Shares is being made by virtue of this document and/or the Application Form into any Restricted Jurisdictions.

6.4 Jurisdictions other than the Restricted Jurisdictions

Application Forms will be sent to Qualifying Non-CREST Shareholders and an Open Offer Entitlement will be credited to the stock account in CREST of Qualifying CREST Shareholders. Qualifying Shareholders in jurisdictions other than the United States or any other Restricted Jurisdiction may, subject to the laws of their relevant jurisdiction, take up Open Offer Shares under the Open Offer in accordance with the instructions set out in this document and, if relevant, the Application Form. Qualifying Shareholders who have registered addresses in or who are located or resident in, or who are citizens of, countries other than the United Kingdom should consult

their professional advisers as to whether they require any governmental or other consents or need to observe any other formalities to enable them to apply for Open Offer Shares in respect of the Open Offer.

7. Taxation

If you are in any doubt about your tax position or are subject to a tax in a jurisdiction other than the United Kingdom, you should consult your professional adviser without delay.

8. Admission, settlement, dealings and publication

Application will be made to the London Stock Exchange for the Open Offer Shares to be admitted to trading on AIM, subject to the fulfilment of the conditions of the Open Offer. It is expected that admission of the Open Offer Shares to trading on AIM will become effective and that dealings therein for normal settlement will commence at 8.00 a.m. on 30 November 2021. In the case of Qualifying Shareholders wishing to hold Open Offer Shares in certificated form, definitive certificates in respect of the Open Offer Shares will be issued free of stamp duty and are expected to be despatched by post by 13 December 2021. No temporary documents of title will be issued and, pending such despatch, transfers will be certified against the share register. Open Offer Entitlements held in CREST are expected to be disabled in all respects after close of business on 26 November 2021 (the latest time and date for applications under the Open Offer). If the conditions to the Open Offer described in this document are satisfied, Open Offer Shares will be issued in uncertificated form to those persons who submitted a valid application for Open Offer Shares by utilising the CREST application procedures and whose applications have been accepted by the Company on the day on which such conditions are satisfied. On this day, the Receiving Agent will credit the appropriate stock accounts of such persons with such persons' entitlement to Open Offer Shares with effect from Admission (expected to be 30 November 2021). The stock accounts to be credited will be accounts under the same participant IDs and member account IDs in respect of which the USE instruction was given. Notwithstanding any other provision of this document, the Company (with the consent of Panmure Gordon) reserves the right to send you an Application Form instead of crediting the relevant stock account with Open Offer Entitlements, and to allot and/or issue any Open Offer Shares in certificated form. In normal circumstances, this right is only likely to be exercised in the event of any interruption, failure or breakdown of CREST (or of any part of CREST) or on the part of the facilities and/or systems operated by the Receiving Agent in connection with CREST.

All documents or remittances sent by or to applicants, or as they may direct, will be sent through the post at their own risk. For more information as to the procedure for application, Qualifying Non-CREST Shareholders are referred to the Application Form. The completion and results of the Open Offer will be announced and made public through an announcement on a Regulatory Information Service as soon as possible after the results are known.

9. Governing law

The terms and conditions of the Open Offer as set out in this Part III and each Application Form shall be governed by, and construed in accordance with, English law. The Courts of England and Wales are to have exclusive jurisdiction to settle any dispute which may arise out of or in connection with the Open Offer, this document and an Application Form. By taking up their entitlements under the Open Offer in accordance with the instructions set out in this document and (where applicable) an Application Form, Qualifying Shareholders irrevocably submit to the jurisdiction of the Courts of England and Wales and waive any objection to proceedings in any such court on the ground of venue or on the ground that proceedings have been brought in an inconvenient forum.

10. Other information

Your attention is drawn to the letter from your Chairman which is set out in Part I of this document which contains, amongst other things, information on the reasons for the Fundraising, to the Risk Factors in Part II, and to the questions and answers about the Open Offer set out in Part IV of this document.

11. Dilution

The share capital of the Company in issue at the date of this document will be increased by approximately 150.0 per cent. as a result of the Fundraising. Qualifying Shareholders who do not take up all of their Open Offer Entitlement will suffer a reduction of approximately 60.0 per cent. in their proportionate ownership and voting interest in the ordinary share capital of the Company as represented by their holding of Ordinary Shares immediately following Admission. Qualifying Shareholders who take up all of their Open Offer Entitlement will still suffer dilution upon Admission due to completion of the Placing.

PART IV

QUESTIONS AND ANSWERS ABOUT THE OPEN OFFER

The questions and answers set out in this Part IV are intended to be in general terms only and, as such, you should read Part III of this document for full details of what action you should take. If you are in any doubt as to what action you should take, you are recommended to seek your own personal financial advice immediately from your stockbroker, bank, fund manager, solicitor, accountant or other appropriate independent financial adviser, who is authorised under the FSMA if you are resident in the United Kingdom, or, if not, from another appropriately authorised independent financial adviser.

This Part IV deals with general questions relating to the Placing and the Open Offer and more specific questions relating principally to Existing Ordinary Shares held by persons resident in the United Kingdom who hold their Existing Ordinary Shares in certificated form only. If you are an Overseas Shareholder, you should read paragraph 6 of Part III of this document and you should take professional advice as to whether you are eligible and/or you need to observe any formalities to enable you to take up your Open Offer Entitlements. If you hold your Existing Ordinary Shares in uncertificated form (that is, through CREST) you should read Part III of this document for full details of what action you should take. If you are a CREST sponsored member, you should also consult your CREST sponsor.

The contents of this document should not be construed as legal, business, accounting, tax, investment or other professional advice. Each prospective investor should consult his, her or its own appropriate professional advisers for advice. This document is for your information only and nothing in this document is intended to endorse or recommend a particular course of action.

1. What is a placing and an open offer?

A placing, and open offer are ways for companies to raise money. Companies may do this by giving their existing shareholders a right to acquire further shares at a fixed price in proportion to their existing shareholdings (an open offer) and providing for specifically identified investors also to acquire a certain number of shares at the same price on a non pre-emptive basis (a placing).

This Open Offer is an invitation by the Company to Qualifying Shareholders to apply to acquire, in aggregate, up to 71,428,571 Open Offer Shares at a price of 0.7 pence per New Ordinary Share. If you hold Existing Ordinary Shares on the Record Date or have a bona fide market claim, other than, subject to certain exceptions, where you are a Shareholder with a registered address in, or located in, the United States or another Restricted Jurisdiction, you will be entitled to apply for Open Offer Shares under the Open Offer.

The Open Offer is being made on the basis of 1 Open Offer Share for every 15 Existing Ordinary Shares held by Qualifying Shareholders on the Record Date. If your entitlement to Open Offer Shares is not a whole number, you will not be entitled to buy a fraction of an Open Offer Share and your entitlement will be rounded down to the nearest whole number.

Applications by Qualifying Shareholders will be satisfied in full up to the amount of their individual Open Offer Entitlements. Qualifying Shareholders are also being given the opportunity, provided that they take up their Open Offer Entitlements in full, to apply for additional Open Offer Shares through the Excess Application Facility.

In addition to the Open Offer various institutional and other investors are subscribing for Placing Shares at the Issue Price, pursuant to the Placing.

Qualifying Shareholders should be aware that the Open Offer is not a rights issue. As such, Qualifying Non-CREST Shareholders should also note that the Application Form is not a negotiable document and cannot be traded. Qualifying CREST Shareholders should note that, although the Open Offer Entitlements will be admitted to CREST they will have limited settlement capabilities (for the purposes of market claims only), and the Open Offer Entitlements will not be tradable or listed, and applications in respect of the Open Offer may

only be made by the Qualifying Shareholders originally entitled or by a person entitled by virtue of a bona fide market claim.

2. Am I eligible to participate in the Placing?

Unless you are a Placee, you will not be eligible to participate in the Placing.

3. I hold my Existing Ordinary Shares in certificated form. How do I know if I am able to apply to acquire Open Offer Shares under the Open Offer?

If you receive an Application Form and, subject to certain exceptions, are not a holder with a registered address in or located in the United States or another Restricted Jurisdiction, then you should be eligible to acquire Open Offer Shares under the Open Offer, as long as you had not sold all of your Existing Ordinary Shares on or before 8.00 a.m. on 3 November 2021 (the 'ex' entitlement date for the Open Offer).

4. I hold my Existing Ordinary Shares in certificated form. How do I know how many Open Offer Shares I am entitled to take up?

If you hold your Existing Ordinary Shares in certificated form and, subject to certain exceptions, do not have a registered address in and are not located in the United States or another Restricted Jurisdiction, you should be sent an Application Form.

That Application Form will show:

- how many Existing Ordinary Shares you held at close of business on the Record Date;
- how many Open Offer Shares are comprised in your Open Offer Entitlement; and
- how much you need to pay if you want to take up your right to subscribe for all your entitlement to the Open Offer Shares.

If you have a registered address or are located in the United States or, subject to certain exceptions, one of the Restricted Jurisdictions, you will not receive an Application Form.

If you would like to apply for any of, all of or more than the Open Offer Shares comprised in your Open Offer Entitlement you should complete the Application Form in accordance with the instructions printed on it and the information provided in this document. Please return the completed form in the reply-paid envelope provided with the Application Form along with a cheque or banker's draft for the number of Open Offer Shares you want to apply for and allow at least four Business Days for delivery if sent by first class post from within the United Kingdom. Please also see questions 5 and 12 for further help in completing the Application Form.

5. I am a Qualifying Shareholder with a registered address in the UK and I hold my Existing Ordinary Shares in certificated form. What are my choices in relation to the Open Offer and what should I do with the Application Form?

5.1 If you want to take up all of your Open Offer Entitlement?

If you want to take up all of the Open Offer Shares to which you are entitled, all you need to do is send the completed Application Form, together with your cheque or banker's draft for the amount (as indicated in Box C of your Application Form), payable to 'Share Registrars Limited Receiving Agent Account' in the reply paid envelope provided, by post, or by hand (during normal business hours only) to Share Registrars Limited, Molex House, The Millennium Centre, Crosby Way, Farnham, Surrey GU9 7XX to arrive by no later than 11.00 a.m. on 26 November 2021. Within the United Kingdom only, you can use the reply-paid envelope which is enclosed with the Application Form. You should allow at least four Business Days for delivery if using first-class post or the reply-paid envelope within the United Kingdom. If posting from outside the United Kingdom, postage will be payable when using the reply-paid envelope. Full instructions are set out in Part III of this document and in the Application Form.

5.2 If you want to take up some but not all of your Open Offer Entitlement?

If you want to take up some but not all of your Open Offer Entitlement, you should write the number of Open Offer Shares you want to take up in Box D of your Application Form; for example, if you are entitled to take up 1,000 shares but you only want to take up 500 shares, then you should write '500' in Box D. To work out how much you need to pay for the Open Offer Shares, you need to multiply the number of Open Offer Shares you want (in this example '500') by 0.7 pence, which is the price of each Open Offer Share (giving you an amount of £3.5 in this example). You should write this amount in Box G, and this should be the amount your cheque or banker's draft is made out for. You should then return your Application Form together with your cheque or banker's draft for that amount, payable to 'Share Registrars Limited Receiving Agent Account' and crossed 'A/C payee only', in the reply-paid envelope provided, by post, or by hand (during normal business hours only) to Share Registrars Ltd, Molex House, The Millennium Centre, Crosby Way, Farnham, Surrey GU9 7XX, to arrive by no later than 11.00 a.m. on 26 November 2021, after which time the Application Form will not be valid. Within the United Kingdom only, you can use the reply-paid envelope which is enclosed with the Application Form. You should allow at least four Business Days for delivery if using first-class post or the reply-paid envelope within the United Kingdom. If posting from outside the United Kingdom, postage will be payable when using the reply-paid envelope.

Full instructions are set out in Part III of this document and in the Application Form. A definitive share certificate will then be sent to you for the Open Offer Shares that you validly take up. Your definitive share certificate for such Open Offer Shares is expected to be despatched to you by no later than 13 December 2021.

5.3 If you want to apply for more than your Open Offer Entitlement?

Provided that you have agreed to take up your Open Offer Entitlement in full, you can apply for further Excess Shares using the Excess Application Facility. You should write the number of Open Offer Shares you wish to take up in Box D which must be the number of Open Offer Shares shown in Box B. You should then write the number of Excess Shares you wish to apply for under the Excess Application Facility in Box E and then complete Box F by adding together the numbers you have entered in Boxes D and E.

To work out how much you need to pay for the Open Offer Shares you are applying for, you need to multiply the number of Open Offer Shares shown in Box F by the Issue Price, which is the price of each Open Offer Share. You should write this amount in Box G, rounding down to the nearest whole penny. You should then return your Application Form together with your cheque or banker's draft for that amount payable to 'Share Registrars Limited Receiving Agent Account' and crossed 'A/C payee only', in the reply-paid envelope provided, by post to Share Registrars Ltd, Molex House, The Millennium Centre, Crosby Way, Farnham, Surrey GU9 7XX, to arrive by no later than 11.00 a.m. on 26 November 2021, after which time the Application Form will not be valid. Within the United Kingdom only, you can use the accompanying reply-paid envelope.

You should allow at least four Business Days for delivery if using first-class post or the reply-paid envelope within the United Kingdom. If posting from outside the United Kingdom, postage will be payable when using the reply-paid envelope. Full instructions are set out in the Application Form. If applications under the Excess Application Facility are received for more than the total number of Open Offer Shares available following take-up of Open Offer Entitlements, such applications will be scaled back pro rata to the number of Excess Shares applied for by Qualifying Shareholders under the Excess Application Facility (or otherwise at the Board's sole discretion). Therefore, applications under the Excess Application Facility may not be satisfied in full. In this event, Qualifying Shareholders will receive a pounds sterling amount equal to the number of Open Offer Shares applied and paid for by, but not allocated to, the relevant Qualifying Shareholder, multiplied by the Issue Price. Monies will be returned as soon as reasonably practicable, without payment of interest and at the applicant's sole risk.

5.4 If you do not want to take up your Open Offer Entitlement

If you do not want to take up the Open Offer Shares to which you are entitled, you do not need to do anything. In these circumstances, you will not receive any Open Offer Shares. The Open Offer Shares you could have taken up will not be issued by the Company to you or for your benefit. You cannot sell your Application Form or your Open Offer Entitlement to anyone else.

If you are not a Placee and you do not take up any of your Open Offer Entitlement, then following the Fundraising, your interest in the Company will be diluted, although you should note that even if a Qualifying

Shareholder subscribes for his full entitlement to the Open Offer Shares, his proportionate interest in the Company will be diluted by the issue of New Ordinary Shares pursuant to the Placing.

6. I hold my Existing Ordinary Shares in uncertificated form in CREST. What do I need to do in relation to the Open Offer?

CREST members should follow the instructions set out in Part III of this document. Persons who hold Existing Ordinary Shares through a CREST member should be informed by such CREST member of the number of Open Offer Shares they are entitled to apply for under their Open Offer Entitlement and should contact their CREST member should they not receive this information.

7. I acquired my Existing Ordinary Shares prior to the Record Date and hold my Existing Ordinary Shares in certificated form. What if I do not receive an Application Form or I have lost my Application Form?

If you do not receive an Application Form, this probably means that you are not eligible to participate in the Open Offer. Some Qualifying Non-CREST Shareholders, however, will not receive an Application Form but may still be eligible to participate in the Open Offer, namely:

- i. Qualifying CREST Shareholders who held their Existing Ordinary Shares in uncertificated form on 29 October 2021 and who have converted them to certificated form;
- ii. Qualifying Non-CREST Shareholders who bought Existing Ordinary Shares before 29 October 2021 but were not registered as the holders of those shares at the close of business on 29 October 2021; and
- iii. Certain Overseas Shareholders.

If you do not receive an Application Form but think that you should have received one or you have lost your Application Form, please contact Share Registrars Limited on 01252 821390 from within the UK or +44 1252 821390 if calling from outside 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 9.00 a.m. – 5.30 p.m., Monday to Friday excluding public holidays in England and Wales. Different charges may apply to calls from mobile telephones and calls may be recorded and randomly monitored for security and training purposes. The helpline cannot provide advice on the merits of the Proposals nor give any financial, legal or tax advice.

8. If I buy Existing Ordinary Shares after the Record Date will I be eligible to participate in the Open Offer?

If you buy or have bought Existing Ordinary Shares after the Record Date you are unlikely to be able to participate in the Open Offer in respect of those Existing Ordinary Shares.

If you are in any doubt, please consult your stockbroker, bank or other appropriate financial adviser, or whoever arranged your share purchase, to ensure you claim your entitlement.

9. What if I change my mind?

If you are a Qualifying Non-CREST Shareholder, once you have sent your Application Form and payment to the Receiving Agent, you cannot withdraw your application or change the number of Open Offer Shares you have applied for, except in the very limited circumstances which are set out in paragraph 4 of Part III of this document.

10. What if the number of Open Offer Shares to which I am entitled is not a whole number? Am I entitled to fractions of Open Offer Shares?

Your entitlement to Open Offer Shares will be calculated at the Record Date. If the result is not a whole number, you will not receive an Open Offer Share in respect of the fraction of each Existing Ordinary Share and your entitlement will be rounded down to the nearest whole number.

11. I hold my Existing Ordinary Shares in certificated form. What should I do if I want to spend more or less than the amount set out in Box C of the Application Form?

If you want to spend more than the amount set out in Box C you should divide the amount you want to spend by 0.7 pence (being the price in pence of each Open Offer Share under the Open Offer). This will give you the number of Open Offer Shares for which you should apply. You can only apply for a whole number of Open Offer Shares. For example, if you want to spend £500 you should divide £500 by 0.7 pence, which comes to 71,428.57. You should round that down to 71,428 to give you the number of Open Offer Shares for which, in this example, you can apply without exceeding your chosen amount. Write the total number of Open Offer Shares (in this example 71,428) in Box F. To get an accurate amount to put on your cheque or banker's draft, you should multiply the whole number of Open Offer Shares you want to apply for (in this example 71,428) by 0.7 pence and then fill in that amount rounded down to the nearest whole penny (in this example being £499.99), in Box G and on your cheque or banker's draft accordingly.

You should note that the number of available Open Offer Shares under the Excess Application Facility is dependent on the level of take-up of Open Offer Entitlements. If applications are received for more than the available number of Open Offer Shares, applications made under the Excess Application Facility will be scaled back pro rata to the number of Excess Shares applied for by Qualifying Shareholders (or otherwise at the Board's discretion). Assuming that there are no Overseas Shareholders who have registered addresses in, or are residents in or citizens of a Restricted Jurisdiction, and if every Qualifying Shareholder takes up their Open Offer Entitlements in full there will be no Open Offer Shares available under the Excess Application Facility. Qualifying Non-CREST Shareholders whose applications under the Excess Application Facility are so scaled back will receive a pounds sterling amount equal to the number of Open Offer Shares applied and paid for by, but not allocated to, them multiplied by the Issue Price. Monies will be returned as soon as reasonably practicable, without payment of interest and at the applicant's sole risk.

If you want to spend less than the amount set out in Box C, you should divide the amount you want to spend by 0.7 pence (being the price, in pence, of each Open Offer Share under the Open Offer). This will give you the number of Open Offer Shares you should apply for. You can only apply for a whole number of Open Offer Shares. For example, if you want to spend £100 you should divide £100 by 0.7 pence. You should round that down to the nearest whole number (in this example, 14,285), to give you the number of shares you want to take up. Write that number (in this example, 14,285) in Box D. Then to get an accurate amount to put on your cheque or banker's draft, you should multiply the whole number of Open Offer Shares you want to apply for (in this example, 14,285) by 0.7 pence and then fill in that amount rounded down to the nearest whole penny (in this example being £99.99) in Box G and on your cheque or banker's draft accordingly.

12. I hold my Existing Ordinary Shares in certificated form. What should I do if I have sold some or all of my Existing Ordinary Shares?

If you hold Existing Ordinary Shares directly and you sold some or all of your Existing Ordinary Shares before or on 29 October 2021, you should contact the buyer or the person/ company through whom you sold your shares. The buyer may be entitled to apply for Open Offer Shares under the Open Offer. If you sold any of your Existing Ordinary Shares on or after 1 November 2021, you may still take up and apply for the Open Offer Shares as set out on your Application Form.

13. I hold my Existing Ordinary Shares in certificated form. How do I pay?

You should return your Application Form with a cheque or banker's draft drawn in pounds sterling on a bank or building society account in the UK in the reply-paid envelope enclosed (from within the United Kingdom). You should allow at least four Business Days for delivery if using first-class post or the reply paid envelope within the United Kingdom. Cheques should be drawn on a sole or joint personal account of the Qualifying Shareholder who is applying for the Open Offer Shares. The funds should be made payable to 'Share Registrars Limited Receiving Agent Account'. In each case, the cheque should be crossed 'A/C Payee only'. Payments via CHAPS, BACS or electronic transfer will not be accepted. Third party cheques may not be accepted with the exception of banker's drafts or building society cheques where the bank or building society has confirmed the name of the account holder (which must be the same name as appears on page 1 of the Application Form) on the back of the draft or cheque and have added their branch stamp.

14. Will the Existing Ordinary Shares that I hold now be affected by the Open Offer?

If you decide not to apply for any of the Open Offer Shares to which you are entitled under the Open Offer, or only apply for some of your entitlement, your proportionate ownership and voting interest in the Company will be reduced (in addition to the reduction caused by the Placing).

15. I hold my Existing Ordinary Shares in certificated form. Where do I send my Application Form?

You should send your completed Application Form and monies by post in the enclosed reply paid envelope (from within the United Kingdom) by post or by hand (during normal business hours only) to Share Registrars Limited, Molex House, The Millennium Centre, Crosby Way, Farnham, Surrey GU9 7XX. You should allow at least four Business Days for delivery if using first class post or the reply-paid envelope within the United Kingdom. If you do not want to take up or apply for Open Offer Shares then you need take no further action.

16. I hold my Existing Ordinary Shares in certificated form. When do I have to decide if I want to apply for Open Offer Shares?

The Receiving Agent must receive your completed Application Form and cheque or banker's draft by 11.00 a.m. on 26 November 2021. You should allow at least four Business Days for delivery if using first-class post or the reply-paid envelope included with the Application Form, within the United Kingdom.

17. I hold my Existing Ordinary Shares in certificated form. If I take up my entitlements, when will I receive the certificate representing my Open Offer Shares?

It is expected that the Registrars will post all Open Offer Share certificates by 13 December 2021.

18. What should I do if I think my holding of Existing Ordinary Shares (as shown in Box A on page 1 of the Application Form) is incorrect?

If you bought or sold Existing Ordinary Shares shortly before the Record Date, your transaction may not have been entered on the register of members before the Record Date for the Open Offer. If you bought Existing Ordinary Shares before 29 October 2021 but were not registered as the holder of those shares on the Record Date for the Open Offer (29 October 2021), you may still be eligible to participate in the Open Offer. If you are in any doubt, please contact your stockbroker, bank or other appropriate financial adviser, or whoever arranged your share purchase, to ensure you claim your entitlement. You will not be entitled to Open Offer Entitlements in respect of any Existing Ordinary Shares acquired on or after 1 November 2021.

19. Will the Fundraising affect dividends (if any) on the Existing Ordinary Shares?

The New Ordinary Shares will, when issued and fully paid, rank equally in all respects with Existing Ordinary Shares, including the right to receive all dividends or other distributions made, paid or declared, if any, by reference to a record date after the date of their issue.

20. Will I be taxed if I take up my entitlements?

Shareholders who are in any doubt as to their tax position or who may be subject to tax in any other jurisdiction are strongly recommended to consult their own professional advisers.

21. What should I do if I live outside the United Kingdom?

Your ability to apply to acquire Open Offer Shares may be affected by the laws of the country in which you live and you should take professional advice as to whether you require any governmental or other consents or need to observe any other formalities to enable you to take up your Open Offer Entitlement. Shareholders with registered addresses or who are located in the United States or another Restricted Jurisdiction are, subject to certain exceptions, not eligible to participate in the Open Offer. Your attention is drawn to the information in paragraph 6 of Part III of this document.

22. How do I transfer my entitlements into the CREST system?

If you are a Qualifying Non-CREST Shareholder, but are a CREST member and want your Open Offer Shares to be in uncertificated form, you should complete the CREST deposit form (Box O on page 4 of the Application Form), and ensure they are delivered to CCSS (the CREST Courier and Sorting Service, established by Euroclear to facilitate, inter alia, the deposit and withdrawal of certificated securities) in accordance with the instructions in the Application Form. CREST sponsored members should arrange for their CREST sponsors to do this. If you have transferred your rights into the CREST system, you should refer to paragraph 4.2 of Part III of this document for details on how to apply and pay for the Open Offer Shares.

23. Do I need to comply with the Money Laundering Regulations (as set out in paragraph 5 of Part III of this document)?

If you are a Qualifying Non-CREST Shareholder, you may not need to follow these procedures if you pay for them by a cheque drawn on an account in your own name and that account is one which is held with an EU or United Kingdom regulated bank or building society. If you are a Qualifying CREST Shareholder, you will not generally need to comply with the Money Laundering Regulations unless you apply to take up all or some of your entitlement to Open Offer Entitlements as agent for one or more persons and you are not an EU or United Kingdom regulated financial institution. Qualifying Non-CREST Shareholders and Qualifying CREST Shareholders should refer to paragraph 5 of Part III of this document for a fuller description of the requirements of the Money Laundering Regulations.

24. How do I apply for EIS or VCT eligible Open Offer Shares?

Qualifying Non-CREST Shareholders who intend to claim EIS or VCT relief in respect of their investment under the Open Offer should refer to paragraph 4.1 of Part III of this document. Qualifying CREST Shareholders who intend to claim EIS or VCT relief in respect of their investment under the Open Offer should refer to paragraph 4.2 of Part III of this document.

NOTICE OF ANNUAL GENERAL MEETING

Feedback PLC

(Incorporated and registered in England and Wales with registered number 00598696)

NOTICE IS HEREBY GIVEN that the annual general meeting ("AGM") of Feedback plc (the "Company") will be held at the offices of Trowers & Hamlins LLP, 3 Bunhill Row London EC1Y 8YZ at 11.00 a.m. on 29 November 2021 for the purposes of considering and, if thought fit, passing the following resolutions. Resolutions 1 and 3 to 6 (inclusive) will be proposed as ordinary resolutions and Resolutions 2 and 7 will be proposed as special resolutions.

Capitalised terms below shall bear the meaning as set out in the shareholder circular forming part of this document dated 3 November 2021 ("Circular").

Fundraising resolutions

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") up to a maximum nominal amount of £4 million (representing 1.6 billion Ordinary Shares of 0.25 pence each) in connection with the Placing and the Open Offer; such authority 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 next 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.

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: the allotment of equity securities up to a maximum nominal amount of £4 million (representing 1.6 billion Ordinary Shares of 0.25 pence each) in connection with the Placing and the Open Offer; and this authority shall expire on the date of 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 next 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.

Ordinary business annual general meeting resolutions

Ordinary resolutions

3. To receive and adopt the Company's annual accounts for the Financial year ended 31 May 2021 together with the Directors' report and the auditors' report on those accounts.
4. To re-elect T Oakley, who retires pursuant to the articles of association of the Company and who, being eligible, offers himself for re-election as a Director.
5. To appoint Price Bailey LLP as auditors of the Company to hold office until the conclusion of the next annual general meeting and to authorise the Directors to fix their remuneration.

6. THAT, subject to and conditional upon the passing of resolution number 1 above, the Directors be generally and unconditionally authorised and empowered pursuant to and in accordance with section 551 of the Act to exercise all the powers of the Company to allot shares and/or grant Rights up to an aggregate nominal value of:
- a. £2,222,443 (being the nominal value of approximately one-third of the Enlarged Share Capital of the Company); and
 - b. £4,444,886 (being the nominal value of approximately two-thirds of the Enlarged Share Capital of the Company) (such amount to be reduced by the nominal amount of any shares allotted or Rights granted under paragraph (a) above) 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 next 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. The authorities granted by this resolution shall be in addition to the authority granted by Resolution 1 but shall replace all other existing authorities to allot any shares or grant Rights previously granted to the Directors pursuant to section 551 of the Act (but without prejudice to the validity of any allotment or grant of Rights already made, offered or agreed to be made pursuant to such previous authorities).

Special resolution

7. THAT, subject to and conditional upon the passing of resolution number 6 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 grant of options to subscribe for shares in the Company, and the allotment of such shares pursuant to the exercise of options granted, under the terms of any share option scheme adopted or operated by the Company; and
 - c. the allotment of equity securities (otherwise than pursuant to sub-paragraphs (a) and (b) above) up to a maximum aggregate nominal value of £666,733 (being the nominal value of approximately 10 per cent. of the Enlarged 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 next 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.

By Order of the Board

Lindsay Melvin
Company Secretary

Registered office:

Health Foundry Canterbury House
Royal Street
London
SE1 7LL

Dated: 3 November 2021

Explanatory Notes to the Notice of Annual General Meeting

The notes on the following pages give an explanation of the proposed resolutions. Resolutions 1 and 3 to 6 (inclusive) are proposed as ordinary resolutions. This means that for each of those resolutions to be passed, more than half of the votes cast must be in favour of the resolution. Resolutions 2 and 7 are proposed as special resolutions. This means that for each resolution to be passed, at least three-quarters of the votes cast must be in favour of that resolution.

Resolutions 1 and 2: Fundraising Resolutions

These resolutions are explained at paragraph 8 of Part I of the Circular.

Resolution 3: Approval of the annual report and accounts

The Company is required to present its report and accounts to shareholders at its AGM. This provides an opportunity to discuss the performance of the Company during the year, its management and prospects for the future.

Resolution 4: Re-election of directors

The Company's articles of association require one-third of the Board to retire and (where they wish) seek re-election at the AGM. In line with the Company's announcement of 6 May 2021, Lindsay Melvin will retire at the AGM. Tom Oakley will retire and seek re-election and, being eligible, the Board proposes his re-election as a Director of the Company.

Resolution 5: Auditors appointment and remuneration

It is a requirement that the Company's auditor must be appointed at each general meeting at which financial statements are laid, in effect, at each AGM. After considering relevant information, the Audit Committee recommended to the Board the appointment of Price Bailey LLP. The resolution proposes Price Bailey's appointment and to authorise the Directors to determine their remuneration.

Resolution 6: Directors' power to allot relevant securities

Under section 551 of the Act, relevant securities may only be issued with the consent of the shareholders, unless the shareholders pass a resolution generally authorising the Directors to issue shares without further reference to the shareholders. This resolution authorises the general issue of shares up to an aggregate nominal value of £4,444,886, which is equal to two thirds of the nominal value of the current share capital of the Company following the Fundraising. Such authority will expire at the conclusion of the next AGM of the Company or the date six months after the next accounting reference date for the Company (whichever is the earlier).

Resolution 7: Disapplication of pre-emption rights on equity issues for cash

Section 561 of the Act requires that a company issuing shares for cash must first offer them to existing shareholders following a statutory procedure which, in the case of a rights issue, may prove to be both costly and cumbersome. This special resolution excludes that statutory procedure as far as rights issues are concerned. It also enables the Directors to allot shares up to an aggregate nominal value of £666,733, which is equal to approximately 10% of the nominal value of the current share capital of the Company following the Fundraising, without first offering them to existing shareholders in proportion to their existing holdings. The Directors believe that the powers provided by this resolution will maintain a desirable degree of flexibility. Unless previously revoked or varied, the disapplication will expire on the conclusion of the next AGM of the Company or the date six months after the next accounting reference date for the Company (whichever is the earlier).

Notes to the Notice of Annual General Meeting

1. Only holders of ordinary shares are entitled to attend and vote the Annual General Meeting. A member is entitled to appoint another person as his proxy to exercise all or any of his rights to attend, to speak and to vote at the meeting. A member 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 share or shares held by the relevant member. A proxy need not be a member of the Company.
2. A Form of Proxy is enclosed with this Notice and instructions for completion are shown on the form. To appoint a proxy, the Form of Proxy, and any power of attorney or other authority under which it is executed (or a duly certified copy of any such power or authority), must be completed and deposited with the Company's registrars, Share Registrars Limited at Molex House, The Millennium Centre, Crosby Way, Farnham, Surrey GU9 7XX or by fax on 01252 719 232 or by scan and email to voting@shareregistrars.uk.com (stating "Feedback plc AGM Proxy" plus your name in the subject line of your email), in each case so as to arrive no later than 11.00 a.m. on 25 November 2021, being 48 hours (ignoring any part of any day that is not a working day) before the start of the Annual General Meeting. Completion of a Form of Proxy (or any CREST Proxy Instruction, as described in paragraphs 5 to 8) will not preclude members attending and voting in person at the Annual General Meeting, should they so wish.
3. In the case of joint shareholders, the signature of the senior shareholder (seniority to be determined by the order in which the names stand in the register of members) shall be accepted to the exclusion of all other joint holders. The names of all joint shareholders should be stated at the top of the form.
4. In order to have the right to attend and vote at the Annual General Meeting (and also for the purpose of determining 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 at 11.00 a.m. on 25 November 2021, being 48 hours (ignoring any part of any day that is not a working day) before the start of the Annual General Meeting, or, in the event of any adjournment, 48 hours before the start of the adjourned meeting (ignoring any part of any day that is not a working day). Changes to entries on the register of members after this time shall be disregarded in determining the rights of any person to attend or vote at the Annual General Meeting.
5. CREST members who wish to appoint a proxy or proxies through the CREST electronic proxy appointment service may do so by using the procedures described in the CREST Manual (available via www.euroclear.com/CREST). 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 the appropriate action on their behalf.
6. 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 ("Euroclear") specifications and must contain the information required for such instruction, as described in the CREST Manual. The message, regardless of whether it constitutes the appointment of a proxy or is 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 7RA36) by the latest time for the receipt of proxy appointments specified in paragraph 2 above. 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 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.
7. CREST members and, where applicable, their CREST sponsors, or voting service providers should note that Euroclear 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, 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 providers are referred, in particular, to those sections of the CREST Manual concerning practical limitations of the CREST system and timings.

- 8.** 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.
- 9.** Any corporation which is a member can appoint one or more corporate representatives who may exercise on its behalf all of the powers as a member provided that no more than one corporate representative exercises powers over the same share.
- 10.** Any member attending the Annual General Meeting has the right to ask questions. The Company must cause to be answered any such question relating to the business dealt with at the Annual General 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.
- 11.** As at 2 November 2021 (being the last Business Day prior to the publication of this Notice), the Company's issued ordinary share capital consisted of 1,066,931,686 Ordinary Shares, carrying one vote each. Therefore, the total voting rights in the Company as at 2 November 2021 were 1,066,931,686.
- 12.** A copy of this Notice, and other information required by section 311A of the Act, can be found at <https://fbkmed.com/feedback-plc/aim-rule-26/>.
- 13.** You may not use any electronic address (within the meaning of section 333(4) of the Act) provided in this Notice or in any related documents (including the Chairman's letter and Form of Proxy) to communicate with the Company for any purposes other than those expressly stated.
- 14.** Your personal data includes all data provided by you, or on your behalf, which relates to you as a shareholder, including your name and contact details, the votes you cast and your Reference Number (attributed to you by the Company). The Company determines the purposes for which and the manner in which your personal data is to be processed. The Company and any third party to which it discloses the data (including the Company's registrars) may process your personal data for the purposes of compiling and updating the Company's records, fulfilling its legal obligations and processing the shareholder rights you exercise.