

TouchStar plc,
7 Commerce Way, Trafford Park,
Manchester, M17 1HW

Tel: +44 (0) 161 874 5050
Email: enq@touchstar.co.uk
Visit: www.touchstarplc.com

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If you have sold or otherwise transferred all of your shares in Touchstar plc, subject to the restrictions on distribution described below and in the enclosed announcement, please send this letter and its enclosure as soon as possible to the purchaser or transferee or to the stockbroker, bank or other agent through whom the sale or transfer was effected for transmission to the purchaser or transferee. If you have sold or otherwise transferred only part of your holding of shares in Touchstar plc, you should retain this letter and the accompanying document, and consult the broker, bank or other agent through whom the sale or transfer was effected. However, such documents should not be sent, forwarded or transmitted in or into any jurisdiction where to do so would constitute a violation of the relevant laws or regulations of such jurisdiction.

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Strictly Private And Confidential

26 September 2024

To: The shareholders of Touchstar plc (the “**Company**”) and persons with information rights

Statement Regarding Touchstar Plc Strategic Review

Dear Shareholder

On 26 September 2024 the Company announced that it will be conducting a strategic review to identify the optimal path for future growth of the Company and value creation for its shareholders (the **Strategic Review**). The review will consider various options, including a potential sale of the Company, its assets or other relevant transactions. A copy of that announcement (the **Announcement**) is enclosed to keep you informed of developments and in accordance with Rule 2.11(a) of the City Code on Takeovers and Mergers (the **Code**). This letter is not to be taken as a summary of the information in the Announcement and should not be regarded as a substitute for reading the Announcement in full. The Announcement also includes a summary of the provisions of Rule 8 of the Code.

The effect of the Announcement is to place the Company in an ‘offer period’ under the Code. While the options under consideration as part of the review include a potential sale, there can be no assurance that the Strategic Review will result in any offer, nor any assurance as to its outcome, the

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terms or timing of any offer that may be made. Shareholders are advised not to take any action at this time.

We will make further announcements when appropriate.

This letter and a copy of the Announcement will be available on the Company's website at <https://www.touchstarplc.com/strategic-review> during the course of the offer period, together with other announcements, documents and information as required by the Code, subject to certain restrictions relating to persons resident in restricted jurisdictions. For the avoidance of doubt, the content of the website referred to in this letter is not incorporated into, and does not form part of, this letter.

Addresses may be provided to offerors

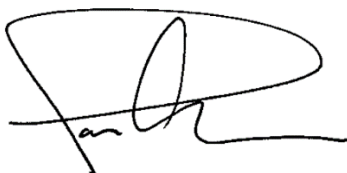
Please note that addresses, electronic addresses and certain other information provided by you for the receipt of communications from the Company (e.g. elections to receive communications in a particular form) may be provided to an offeror during the offer period as required under Section 4 of Appendix 4 of the Code.

Responsibility

The directors of the Company accept responsibility for the information (including any expressions of opinion) contained in this letter. To the best of the knowledge and belief of the directors of the Company (who have taken all reasonable care to ensure that such is the case), the information contained in this letter is in accordance with all known facts at the date of this letter and does not omit anything likely to affect the import of such information.

If you have any queries in relation to this letter, you should contact the Company at investor@touchstar.co.uk. Please note that neither I nor the Company will be able to provide you with any legal, financial, tax planning or investment advice during this process, nor information which is not in the public domain and hence provided to all other shareholders.

Your faithfully



Ian Martin
Executive Chairman
Touchstar plc
