



Orient Capital / Link Hybrid / Virtual Meetings

**Online Shareholders'
Guide 2021**



Introduction

At the time of writing, COVID-19 restrictions and guidance are in place which prevent Provident Financial plc (PFG) from convening the AGM in the usual way. Whilst the Board of PFG are hopeful that such Government guidance and restrictions may be relaxed further prior to the AGM, PFG will continue to follow Government guidance. The Government's roadmap for easing lockdown restrictions published on 22 February 2021 envisages the potential for indoor events by 30 June 2021 (being the date of the PFG AGM). However, this roadmap is subject to a number of contingencies and there can be no guarantee that PFG will be able to meet as intended.

The health and safety of PFG's employees, shareholders and the wider communities in which it operate remains PFG's primary concern. PFG recognises that the AGM is an important event for shareholders and the Company is keen to ensure that shareholders are able to exercise their right to vote and participate at this year's AGM.

For this year's AGM, PFG are pleased to be able to provide a facility for shareholders to follow the meeting remotely, should they wish to do so. This can be done by accessing the AGM section of the PFG website here, www.providentfinancial.com/investors/shareholderhub/agm-general-meetings, and following the link to the webcast using your smartphone, tablet or computer and follow the link to the webcast. You will need the latest versions of Chrome, Safari, Internet Explorer 11, Edge and Firefox.

Further details on how to join the meeting remotely are set out in the Notice of the 2021 AGM and in this document.

If you choose to participate online you will be able to view a live audio webcast of the meeting.

Shareholders attending the meeting remotely will not be able to vote in real time or submit questions during the meeting.

To login you must have your IVC and PIN
(Your PIN is the last four digits of your IVC)

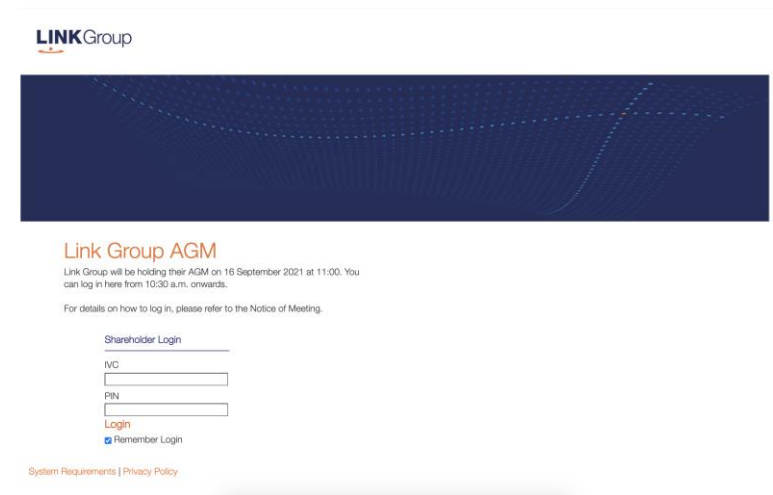
Access

Once you have clicked through from the company website you will see the event landing page (see example) prompting you to enter your:

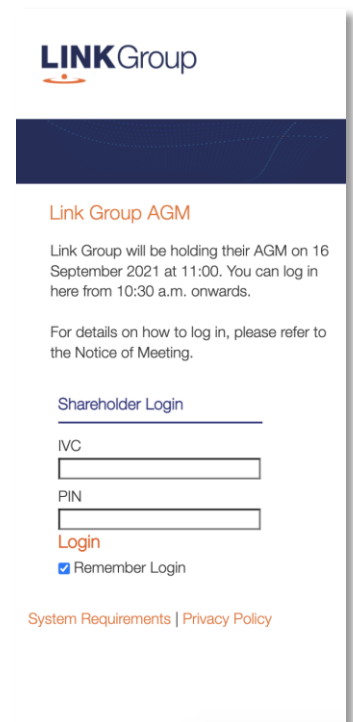
- a) IVC; and
- b) PIN code.

You will be able to log into the site on 1.00pm, Wednesday 30 June 2021 (30 mins before start of meeting).

To enter as a shareholder, enter your 11 digit IVC number (including any zeros) and PIN code (last 4 digits of your IVC). If you do not have an IVC code, please contact either Link Group as detailed above or the Company Secretary requesting a guest login.



The screenshot shows the Link Group AGM event landing page. At the top is the LINK Group logo. Below it is a dark blue banner with a white dotted pattern. The main heading is "Link Group AGM". Below this, there is a paragraph of text: "Link Group will be holding their AGM on 16 September 2021 at 11:00. You can log in here from 10:30 a.m. onwards." Below this is another paragraph: "For details on how to log in, please refer to the Notice of Meeting." The login form is titled "Shareholder Login" and contains two input fields: "IVC" and "PIN". Below the input fields are the "Login" button and a "Remember Login" checkbox. At the bottom of the page, there are links for "System Requirements" and "Privacy Policy".

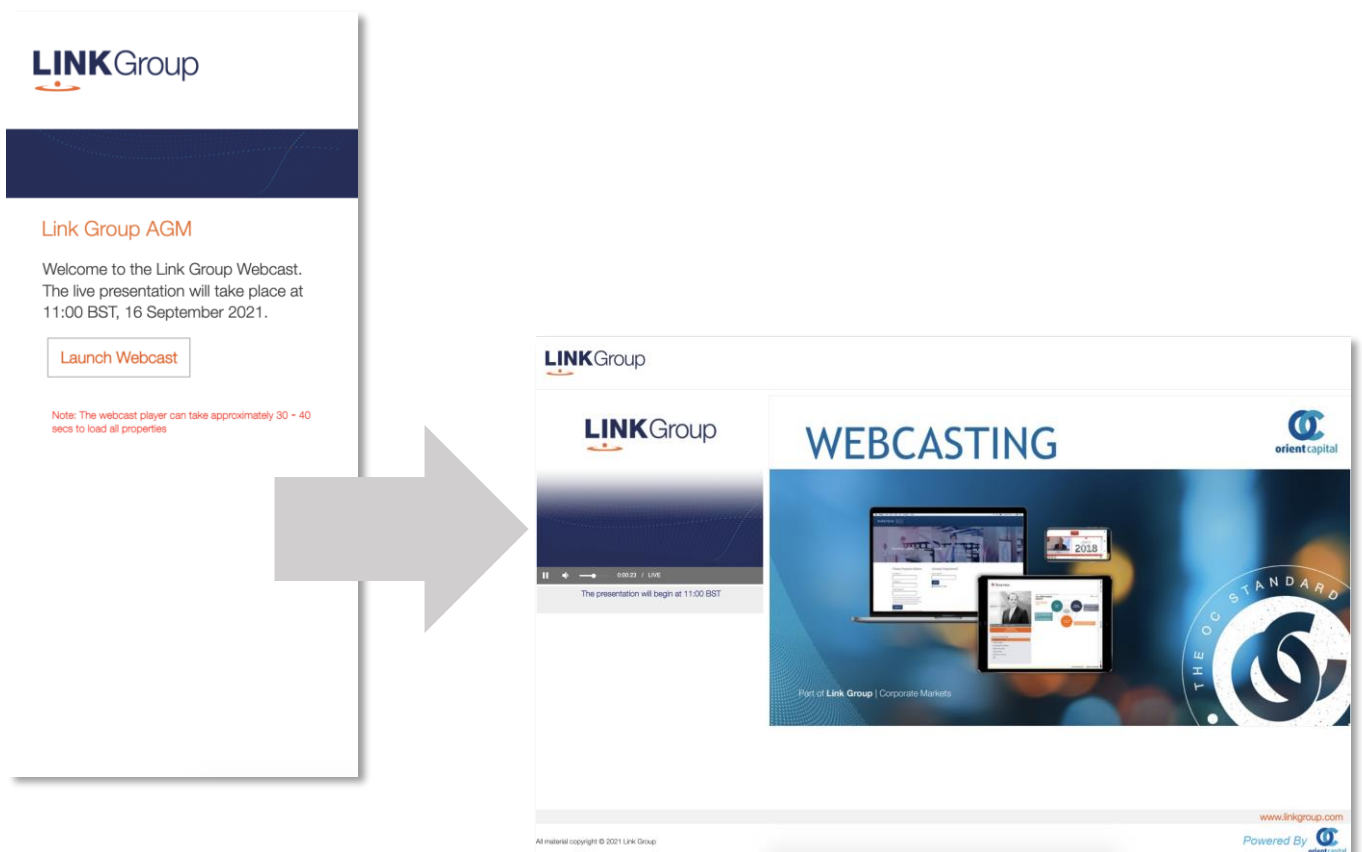


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Audiocast

When successfully authenticated, the following screen will be displayed, allowing you to launch the audio webcast to listen to the event.

The stream will start automatically once the meeting commences, with the synchronised presentation shown in the middle of the screen.



The image shows a sequence of two screenshots from a web browser. The first screenshot on the left is the initial landing page for the Link Group AGM webcast. It features the LINK Group logo at the top, followed by a dark blue decorative bar. Below this, the text reads "Link Group AGM" and "Welcome to the Link Group Webcast. The live presentation will take place at 11:00 BST, 16 September 2021." A prominent "Launch Webcast" button is centered on the page. A small note at the bottom states: "Note: The webcast player can take approximately 30 - 40 secs to load all properties". A large grey arrow points from this page to the second screenshot on the right. The second screenshot shows the webcast player interface. It includes the LINK Group logo and "WEBCASTING" text. The main content area displays a presentation slide with the heading "THE OC STANDARD" and a circular logo. The slide also features images of a laptop and a tablet showing data. At the bottom of the player, there is a progress bar and the text "The presentation will begin at 11:00 BST". The footer of the player includes the website "www.linkgroup.com", the text "Powered By orient capital", and the LINK Group logo.



Voting and Questions

If you choose to participate online you will be able to view a live webcast of the meeting. Shareholders attending the meeting remotely will not be able to vote in real time or submit questions during the meeting.

Accordingly, the Board of PFG strongly encourages shareholders to vote on all resolutions being proposed in advance of the AGM by completing and submitting an online proxy appointment form in accordance with point 5 of the Explanatory Notes to the Notice of the Meeting.

Shareholders are also encouraged to submit questions in advance by emailing Shareholder.questions@providentfinancial.com. PFG will consider all questions received and, if appropriate and relating to the business of the AGM, provide a written response or publish answers on our website. Shareholders attending the AGM remotely will not be able to submit questions during the meeting.



Downloads

Viewers are able to download appropriate documents from the media player. Please click the 'Downloads' button at the bottom of the screen to see what is available to select. When you click on a link, the selected document will open in your browser.

Data usage for streaming the shareholders' meeting or downloading documents via the platform varies depending on individual use, the specific device being used for streaming or download (Android, iPhone, etc) and the network connection (3G, 4G).



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