



Cardinal Square
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28th April 2020

Dear Shareholder,

Proposed purchase of ordinary shares of 10 pence each ("Ordinary Shares") in the capital of Totally plc ("Company" or "Totally") held by shareholders holding 100 Ordinary Shares or fewer

We are writing to you in relation to your shareholding in Totally of 100 Ordinary Shares or fewer.

The Company is conscious that as at 28th April 2020, 467 shareholders held 100 Ordinary Shares or fewer with an aggregate holding totalling 8644 Ordinary Shares. At the closing mid-market price of an Ordinary Share of 15.10 pence as at 28 April 2020, a shareholding of 100 Ordinary Shares would be valued at £15.10. The transaction costs of a sale of Ordinary Shares valued at that amount make a normal sale process economically unviable for a shareholder.

We have been informed that the Chairman of Totally, Bob Holt, is willing to acquire the Ordinary Shares held in certificated form by any existing shareholder where their holding amounts to 100 Ordinary Shares or fewer. If you would like to arrange a sale of your Ordinary Shares, and you hold your Ordinary Shares in certificated form, please email Mr Holt at info@totallyplc.com. Please note that it should still be possible to facilitate a sale of shares even if a shareholder has misplaced their share certificate.

A sale of Ordinary Shares by those shareholders owning 100 Ordinary Shares or fewer at the date of this letter would reduce the number of shareholders significantly and would achieve cost savings for the Company as it incurs printing and posting costs whenever documents are sent to shareholders.

Please note that any purchase of Ordinary Shares will only be able to be undertaken when the Company is not deemed to be in a "close period" as defined by Article 19(11) of the Market Abuse Regulation ("MAR") and any share purchase will need to be undertaken in accordance with the prevailing UK securities legislation and MAR. There can be no guarantee that any share sale will be able to be undertaken on behalf of the shareholder nor can there be any guarantee on the terms of any sale share.

If you are in any doubt about the contents of this letter or as to what action you should take, you are recommended to seek your own personal financial advice from your stockbroker, bank manager, solicitor, accountant or other independent financial adviser duly authorised pursuant to the Financial Services and Markets Act 2000 (as amended) who specialises in advising on the acquisition of shares and other securities.

Yours faithfully,

John Charlton, Company Secretary
For and on behalf of Totally plc