

(Incorporated in the Cayman Islands with limited liability)
(Stock Code: 2383)

1 April 2021

Dear Shareholders.

## TOM Group Limited (the "Company")

## 1. Annual General Meeting ("AGM") of the Company

The AGM of the Company will be held on Monday, 10 May 2021 at 2:30 p.m. at 18/F, Hutchison Telecom Tower, 99 Cheung Fai Road, Tsing Yi, Hong Kong

## AGM proceedings online

Shareholders not attending the AGM in person may view a live webcast of the AGM proceedings through <a href="https://novacast.nova.hk/events/tomgroup\_agm\_20210510">https://novacast.nova.hk/events/tomgroup\_agm\_20210510</a> ("AGM Website"). The webcast will be open for Shareholders to log in approximately 30 minutes prior to the commencement of the AGM and can be accessed from any location with access to the internet with a smart phone, tablet device or computer. Please however note that in accordance with the Company's Articles of Association, Shareholders joining the webcast will not be counted towards a quorum nor will they be able to cast their vote online.

TO ACCESS THE WEBCAST, PLEASE FOLLOW THE INSTRUCTIONS ON THE AGM WEBSITE AND ENTER THE DESIGNATED DISTINCTIVE USERNAME AND PASSWORD BELOW:

Username: your 10-digit shareholder reference number starting with "C" ("SRN") printed under the barcode on the top right corner of the Request Form

Password: the five-digit Personal Identification Number ("PIN") below the SRN

2. (1) 2020 Annual Report, (2) Circular dated 1 April 2021 in relation to the Proposed General Mandates to Issue New Shares and Repurchase Shares, Re-election of Retiring Directors, Amendments to the Memorandum and Articles of Association and Notice of Annual General Meeting ("Circular") and (3) Proxy Form

We are pleased to enclose the 2020 Annual Report, the Circular and the Proxy Form for your attention. Please note that the English and Chinese versions of these documents are also available on the Company's website at www.tomgroup.com.

Shareholders who (i) have received these documents in either the English or Chinese language only and would like to receive a printed copy in the other language; or (ii) have chosen (or are deemed to have consented) to read the Company's Corporate Communications (including but not limited to (a) the directors' report, its annual accounts together with a copy of the auditor's report and, where applicable, its summary financial report; (b) the interim report and, where applicable, summary interim report; (c) a notice of meeting; (d) a listing document; (e) a circular; and (f) a proxy form) published on the Company's website in place of receiving printed copies thereof and would now like to receive printed copy; or (iii) wish to change their choice of language and means of receipt of all future Corporate Communications of the Company, please complete the enclosed Request Form and return it to the Company's branch share registrar, Computershare Hong Kong Investor Services Limited ("Hong Kong Share Registrar") at 17M Floor, Hopewell Centre, 183 Queen's Road East, Wanchai, Hong Kong, using the mailing label at the bottom of the Request Form.

Please note that you are entitled to change your choice as to the means of receipt (i.e. in printed form or by electronic means through the Company's website) and/or the language of the Company's Corporate Communications at any time by reasonable prior notice in writing to the Company c/o the Hong Kong Share Registrar or sending such a notice by email to tomgroup@computershare.com.hk.

Should you have any queries relating to this letter, please call the hotline of the Company's Hong Kong Share Registrar at (852) 2862 8688 during business hours from 9:00 a.m. to 6:00 p.m., Monday to Friday, excluding public holidays.

Yours faithfully,
For and on behalf of
TOM Group Limited
Yeung Kwok Mung
Executive Director