

(Stock Code: 2383)

31 March 2023

Dear Shareholders.

TOM Group Limited (the "Company")

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

The AGM of the Company will be held as a hybrid meeting on Tuesday, 9 May 2023 at 2:30 p.m. at Rooms 1601-05, 16/F., China Resources Building, 26 Harbour Road, Wanchai, Hong Kong as the principal meeting place ("Principal Meeting Place"); Room 302, 3/F., Pico Tower, 66 Gloucester Road, Wanchai, Hong Kong as the additional meeting venue ("Additional Meeting Venue") and online. To facilitate the hybrid meeting proceedings and due to capacity constraints, the Principal Meeting Place will be limited to senior management members and/or senior staff members of the Company (who are Shareholders and/or their proxies) responsible for managing and coordinating the AGM arrangements and/or to ensure compliance with quorum requirements under the Articles of Association. As Shareholders will not be permitted to attend the AGM in person at the Principal Meeting Place, the Company has arranged the Additional Meeting Venue to accommodate physical attendance by Shareholders. Shareholders are requested to attend and vote at the AGM at the Additional Meeting Venue, through the online platform or by appointing the Chairman of the AGM as their proxy. Details of this arrangement for the AGM are set out in the Circular.

Online Attendance at the AGM

You can attend, participate and vote at the AGM online. You will be able to view a live webcast of the AGM, cast your vote on the resolutions in real time and submit online questions to the Company. From 2:00 p.m. on 9 May 2023, you can log in to the AGM online platform by visiting the meeting website:

http://meetings.computershare.com/TOMGroupAGM2023



and entering the following details:

• Shareholder Number: your 10-digit shareholder number starting with "C" ("SRN") printed under the barcode on the top right corner of this

letter

• Last Name: the five-digit Personal Identification Number (PIN) below the SRN

Please keep the login details in safe custody for use at the AGM and do not disclose them to anyone else.

For corporate shareholders who wish to attend the AGM online, please call Computershare Hong Kong Investor Services Limited, the Company's Hong Kong Share Registrar, at its hotline (852) 2862 8555 for arrangement.

2. Notification of Publication of (1) 2022 Annual Report, (2) Circular dated 31 March 2023 in relation to the Proposed General Mandates to Issue New Shares and Repurchase Shares, Re-election of Retiring Directors and Notice of Annual General Meeting ("Circular") and (3) Proxy Form (collectively "Current Corporate Communication") and 2022 Sustainability Report

The Company's Current Corporate Communication (in both English and Chinese versions) is available on the Company's website at www.tomgroup.com and the website of Hong Kong Exchanges and Clearing Limited ("HKEX") at www.hkexnews.hk. You may access the Current Corporate Communication by clicking the "Financial Reports" section of the Company's website, then selecting "2022 Annual Report", clicking "Announcements/Circulars" section and then selecting "Notice for Annual General Meeting", "Circular (Proposed General Mandates to Issue New Shares and Repurchase Shares, Re-election of Retiring Directors and Notice of Annual General Meeting)" and "Proxy Form"; or by searching under "Listed Company Information" on the website of HKEX. Viewing the above documents requires Adobe® Reader®.

Shareholders who have chosen (or are deemed to have consented) to read the Company's Corporate Communications (Note) published on the Company's website in place of receiving printed copies thereof and who for any reason have difficulty in receiving or gaining access to the Current Corporate Communication posted on the Company's website will upon request in writing promptly be sent the Current Corporate Communication in printed form free of charge.

If you want to request printed version of the Current Corporate Communication, please send a request in writing to the Company c/o its branch share registrar ("Hong Kong Share Registrar"), Computershare Hong Kong Investor Services Limited at 17M Floor, Hopewell Centre, 183 Queen's Road East, Wanchai, Hong Kong. You may also send your request by email to tomgroup@computershare.com.hk.

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.

2022 Sustainability Report is published in electronic form only under the "Sustainability" section of the Company's website at www.tomgroup.com and the website of HKEX at www.hkexnews.hk. If you wish to receive a printed copy of 2022 Sustainability Report, you may submit your request to the Company c/o the Hong Kong Share Registrar.

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