

Hargreaves Lansdown plc (the “Company” or “HL”)
General Meeting
Attendance Card

HARGREAVES
LANSDOWN

A General Meeting of HL (the “General Meeting”) will be held at 10.45 a.m. on Monday 14 October 2024 (or as soon thereafter as the Court Meeting is concluded or adjourned).

Location of the General Meeting

The General Meeting will be held at The Bristol Hotel, Prince Street, Bristol, United Kingdom, BS1 4QF.

Attendance at the General Meeting

If you wish to attend the General Meeting, please sign this card and bring it with you for production at the registration desk to authenticate your right to attend. You will receive a poll card at the General Meeting after registering at the registration desk. You are encouraged to complete and return the Form of Proxy that accompanies this attendance card even if you wish to attend the General Meeting. Doing so will not prevent you from attending, voting or speaking in person at such meeting, but will ensure that your vote is counted if you are unable to attend.

If you are unable to attend the General Meeting, you are entitled to appoint another person or persons as your proxy to exercise all or any of your rights to attend the meeting and to vote and speak on your behalf. You may register your proxy appointment(s) and voting instructions online or by returning the Form of Proxy that accompanies this attendance card. Please see the Notes on the reverse of this attendance card for further details.

Shareholder reference number:

Signature of person attending:

Hargreaves Lansdown plc (the “Company” or “HL”)
General Meeting
Form of Proxy

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For use at the General Meeting of HL to be held at 10.45 a.m. on Monday 14 October 2024 at The Bristol Hotel, Prince Street, Bristol, United Kingdom, BS1 4QF (or as soon thereafter as the Court Meeting is concluded or adjourned).

Please read the Notice of General Meeting in Part XIII of the Scheme Document and the Notes on the reverse of the Attendance Card before completing this Form of Proxy in black ink.

Voting ID **Task ID** **Shareholder Reference Number**

I/We, the undersigned, being a registered shareholder/shareholders of the Company, hereby appoint the Chair of the General Meeting; or

Name of proxy **Number of shares proxy appointed over**

NB1: Leave 'Name of proxy' box blank to appoint the Chair of the General Meeting as your proxy. Complete name of proxy in block capitals if not appointing the Chair of the General Meeting and delete 'the Chair of the General Meeting; or'

NB2: Leave 'Number of shares proxy appointed over' box blank to vote all of your shares.

to be my/our proxy to exercise all or any of my/our rights to attend, speak and vote on my/our behalf at the General Meeting to be held at 10.45 a.m. on Monday 14 October 2024 (or as soon thereafter as the Court Meeting concludes or is adjourned) and at any adjournment thereof. I/We wish my/our proxy to vote in the manner indicated below (see Notes 5 to 9).

Please indicate here with an 'X' if this Form of Proxy is one of multiple instructions being given (see Note 9).

Please indicate by placing an 'X' in black ink in the appropriate box below how you wish your vote to be cast on the Special Resolution (see Notes 6, 10 and 14). If you mark more than one of the boxes below, this Form of Proxy will be invalid.

Special Resolution

	FOR	AGAINST	WITHHELD
To give effect to the Scheme, as set out in the Notice of General Meeting, including the amendments to HL's articles of association.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Signature (see Notes 11 and 14)

Date

Please detach and post this Form of Proxy in the included reply-paid envelope to Equiniti Limited (**Equiniti**) (see Note 15). Alternatively, you can submit your proxy electronically using the numbers above (see Note 16) or through CREST using the CREST electronic proxy appointment service (see Note 17). To be valid, your Form of Proxy needs to have been received by Equiniti no later than 10.45 a.m. on Thursday 10 October 2024. This white Form of Proxy may **not** be handed to the Chair of the General Meeting or a representative of Equiniti at the General Meeting.

Please sign and return this Form of Proxy whether or not you plan to attend the General Meeting.

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Notes to Form of Proxy

- Capitalised but undefined terms in this Form of Proxy and these Notes shall have the same meanings as set out in the scheme document dated 6 September 2024 (the "Scheme Document").
- Full details of the resolution to be proposed at the General Meeting, with explanatory notes, are set out in the Notice of General Meeting in Part XIII of the Scheme Document. Before completing this Form of Proxy, please also read the sections entitled "Action to be Taken" starting on page 9 and in paragraph 18 in Part II of the Scheme Document. You can access the Scheme Document and the Notice of General Meeting at www.hl.co.uk/investor-relations.
- Only holders of HL Shares whose names appear on the register of members of HL at the Voting Record Time, or, if the General Meeting is adjourned, on the register of members at 6.30 p.m. (London time) on the date which is two days (excluding non-working days) before the date set for such adjourned meeting, will be entitled to attend and vote at the General Meeting in respect of the HL Shares registered in their name at the relevant time. Changes to the entries in the register of members after any such time shall be disregarded in determining the rights of any person to participate in and vote at the General Meeting.
- A member of the Company entitled to attend and vote at the General Meeting may appoint one or more proxies, who need not be members, to exercise all or any of their rights to attend, speak and vote on their behalf.
- This Form of Proxy gives your proxy(ies) full rights to attend, speak and vote at the General Meeting. If you wish to restrict the rights of your proxy(ies), please cross out either or both of the words 'speak' or 'vote' as appropriate.
- Please indicate with an X in the boxes on this Form of Proxy to show how you wish your vote to be cast. This Form of Proxy must be signed in order to be valid. However, if you insert an X in more than one box, this Form of Proxy will be invalid. Unless otherwise instructed, the person appointed as proxy will exercise his/her discretion as to how he/she votes or whether he/she abstains from voting on the resolution and on any other business (including amendments to the resolution and any procedural business, including any resolution to adjourn) which may come before the General Meeting.
- If the person appointed as proxy is being appointed in relation to less than your full voting entitlement of HL Shares, please enter in the relevant box the number of HL Shares in relation to which the person appointed as proxy is authorised to act as your proxy. If left blank, your proxy will be deemed to be authorised in respect of your full voting entitlement (or if this Form of Proxy has been issued in respect of a designated account for a shareholder, the full voting entitlement for that designated account).
- If you wish to appoint a proxy other than the Chair of the General Meeting, please insert their name in the space provided and delete 'the Chair of the General Meeting; or'. Please note that, if you appoint a particular person by name as a proxy, your vote will only be cast if that person is present at the General Meeting.
- To appoint more than one proxy, you should either photocopy this Form of Proxy or request additional Forms of Proxy and indicate next to each proxy's name the number of HL Shares in relation to which you authorise them to act as your proxy. If you have appointed multiple proxies please also mark the box where indicated. To obtain additional Forms of Proxy, please contact Equiniti by writing to Equiniti Limited, Aspect House, Spencer Road, Lancing, United Kingdom, BN99 6DA or by telephone in accordance with Note 21.
- The 'Withheld' option on this Form of Proxy is provided to enable you to abstain on the resolution. However, a vote withheld is not a vote in law and will not be counted in the calculation of the proportion of votes 'For' and 'Against' the resolution.
- If this Form of Proxy is signed by someone else on your behalf, their authority to sign must be returned with this Form of Proxy. In the case of a joint holding, the signature of any one of the holders will be valid. If the appointing shareholder is a corporation, this Form of Proxy must be executed under its common seal or signed by an officer, attorney or other person duly authorised by the corporation.
- Any alterations to this Form of Proxy should be initialised by the person who signs it.
- Completion and return of this Form of Proxy will not prevent you from attending, speaking or voting in person at the General Meeting or at any adjournment thereof.
- In the case of joint holders, only the vote of the senior holder who tenders a vote, whether in person or by proxy, will be accepted. For this purpose seniority shall be determined by the order in which the names stand in the register of members in respect of the joint holding (the first being the most senior).
- This Form of Proxy together with any power of attorney or other authority under which it is executed (or a duly certified copy of any such power or authority) may be posted at Equiniti Limited, Corporate Actions, Aspect House, Spencer Road, Lancing, United Kingdom, BN99 6DA. To be valid, this Form of Proxy should be received by Equiniti no later than 10.45 a.m. on Thursday 10 October 2024 (or, if the General Meeting is adjourned, no later than 48 hours (excluding non-working days) before the time fixed for the adjourned General Meeting). If using the reply-paid envelope provided, a stamp is not required if posted from the UK.
- Alternatively, electronic proxy appointment ("EPA") is available for the General Meeting whereby you can lodge your votes electronically. If you have not registered with the Equiniti online portfolio service, Shareview, and would prefer to use the EPA system, please visit www.sharevote.co.uk where details of the procedure are shown. The Voting ID, Task ID and Shareholder Reference Number shown on this Form of Proxy will be required to complete the procedure. If you have already registered with Shareview, you may complete the EPA via your portfolio at www.shareview.co.uk. EPA will not be valid if received after 10.45 a.m. on Thursday 10 October 2024 (or, if the General Meeting is adjourned, less than 48 hours (excluding non-working days) before the time fixed for the adjourned General Meeting) and will not be accepted if found to contain a computer virus.
- The CREST electronic proxy appointment service is available for the General Meeting. To use this service, CREST members should transmit a CREST proxy instruction using the procedures described in the CREST Manual, so as to reach Equiniti (CREST Participant ID RA19) by no later than 10.45 a.m. on Thursday 10 October 2024 (or, if the General Meeting is adjourned, no later than 48 hours (excluding non-working days) before the time fixed for the adjourned General Meeting). For this purpose, the time of receipt will be taken to be the time (as determined by the timestamp generated by the CREST system) from which Equiniti is able to retrieve the message. After this time, any change of instructions to a proxy appointed through CREST should be communicated to the proxy by other means. A proxy appointment sent by CREST may be treated as invalid in the circumstances set out in Regulation 35(5)(a) of the Uncertificated Securities Regulations 2001. The CREST Manual can be viewed at www.euroclear.com.
- Where two or more Forms of Proxy are delivered for use at the General Meeting in respect of the same HL Shares, the one which has been delivered last (regardless of when it was signed or by what means it was delivered) shall be treated as replacing and revoking the other(s) which have been delivered. If it cannot be determined which Form of Proxy was delivered last, none of the forms shall be treated as valid.
- You may not use any electronic address provided either on this Form of Proxy, in these Notes, in the Notice of General Meeting or in any related documents to communicate with HL for any purposes other than those expressly stated.
- The results of the voting at the General Meeting will be announced through a Regulatory Information Service as soon as practicable and will appear on HL's website at www.hl.co.uk/investor-relations.
- If you have any questions relating to this Form of Proxy, please telephone Equiniti on +44 371 384 2050. Lines are open between 8.30 a.m. and 5.30 p.m. (London time) Monday to Friday (excluding public holidays in England and Wales). For deaf and speech impaired shareholders, we welcome calls via Relay UK. Please see www.relayuk.bt.com for more information. Calls to the helpline from outside the UK will be charged at applicable international rates. Different charges may apply to calls from mobile telephones and calls may be recorded and randomly monitored for security and training purposes. Please note that the Shareholder Helpline cannot provide advice on the merits of the Acquisition or the Scheme nor give any financial, legal or tax advice.

Toppan Merrill, London
24-15557-16

PLEASE USE REPLY-PAID ENVELOPE PROVIDED