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THIS DOCUMENT IS IMPORTANT AND REQUIRES YOUR IMMEDIATE ATTENTION. If you are in any doubt as regards the contents of this communication or its enclosure, you are recommended to seek your own financial advice immediately from your stockbroker, bank manager, solicitor or other independent adviser authorised under the Financial Services and Markets Act 2000 if you are in the United Kingdom, or from another appropriately authorised independent financial adviser if you are in a territory outside the United Kingdom.

If you have sold or otherwise transferred all of your ordinary shares in ATG, please send this document at once to the purchaser or transferee or to the stockbroker, bank or other agent through whom the sale or transfer was effected for transmission to the purchaser or transferee. If you have sold or transferred only part of your holding of ordinary shares in ATG, you should retain this document and consult the bank, stockbroker or other agent through whom the sale was effected. However, this document should not be forwarded or transmitted into any jurisdiction where to do so would constitute a violation of the relevant laws or regulations of that jurisdiction.

Auction Technology Group plc ("ATG")

(Incorporated in England and Wales under the Companies Act 2006 with registered number 13141124)

Registered office: The Harlequin Building, 6th Floor 65 Southwark Street, London, England, SE1 0HR

7 January 2026

To: ATG's shareholders, persons with information rights and, for information only, holders of securities convertible into, rights to subscribe for and/or options over, ATG shares

As you may be aware, on 5 January 2026, ATG announced that it had received a series of indicative proposals (the "**Proposals**") from FitzWalter Capital Limited ("**FitzWalter**") regarding a possible offer to acquire the entire issued and to be issued share capital of ATG not already owned by FitzWalter (the "**Announcement**"). The Proposals have been unanimously rejected by the Board, having concluded that they fundamentally undervalue ATG and its prospects.

In accordance with Rule 2.11 of the Code, we are required to make this communication and the Announcement issued by the Board of ATG that it refers to available to you.

A copy of this communication and the Announcement, and any subsequent announcements and documentation related to the possible offer for ATG, will be made available on the ATG website at the following address: https://www.auctiontechnologygroup.com/investors/. For the avoidance of doubt, the content of ATG's website is not incorporated into, and does not form part of, this communication. This communication is not to be taken as a summary of the information in the Announcement and should not be regarded as a substitute for reading the Announcement in full.

We would also like to remind all persons with a direct or indirect interest of 1% or more in the relevant securities of ATG of their disclosure obligations under Rule 8 of the Code (as further referred to below). If a 1% disclosure requirement is triggered, then under Rule 8 you must disclose the interest you hold in all relevant securities.

Please be aware that addresses, electronic addresses and certain other information provided by you for the receipt of communications from ATG may be provided to FitzWalter and any other potential bidder during the offer period as required under Section 4 of Appendix 4 of the Code.

Should you wish to contact ATG regarding administrative matters in view of the Announcement, please contact the IR Team via email at investorrelations@auctiontechnologygroup.com or on +44 (0)20 3725 5500 during normal business hours.

Yours faithfully,

Anne-Marie Palmer
Company Secretary
Auction Technology Group plc

Disclosure requirements of the Code

Under Rule 8.3(a) of the Code, any person who is interested in 1% or more of any class of relevant securities of an offeree company or of any securities exchange offeror (being any offeror other than an offeror in respect of which it has been announced that its offer is, or is likely to be, solely in cash) must make an Opening Position Disclosure following the commencement of the offer period and, if later, following the announcement in which any securities exchange offeror is first identified. An Opening Position Disclosure must contain details of the person's interests and short positions in, and rights to subscribe for, any relevant securities of each of (i) the offeree company and (ii) any securities exchange offeror(s). An Opening Position Disclosure by a person to whom Rule 8.3(a) applies must be made by no later than 3.30 pm (London time) on the 10th business day following the commencement of the offer period and, if appropriate, by no later than 3.30 pm (London time) on the 10th business day following the announcement in which any securities exchange offeror is first identified. Relevant persons who deal in the relevant securities of the offeree company or of a securities exchange offeror prior to the deadline for making an Opening Position Disclosure must instead make a Dealing Disclosure.

Under Rule 8.3(b) of the Code, any person who is, or becomes, interested in 1% or more of any class of relevant securities of the offeree company or of any securities exchange offeror must make a Dealing Disclosure if the person deals in any relevant securities of the offeree company or of any securities exchange offeror. A Dealing Disclosure must contain details of the dealing concerned and of the person's interests and short positions in, and rights to subscribe for, any relevant securities of each of (i) the offeree company and (ii) any securities exchange offeror(s), save to the extent that these details have previously been disclosed under Rule 8. A Dealing Disclosure by a person to whom Rule 8.3(b) applies must be made by no later than 3.30 pm (London time) on the business day following the date of the relevant dealing.

If two or more persons act together pursuant to an agreement or understanding, whether formal or informal, to acquire or control an interest in relevant securities of an offeree company or a securities exchange offeror, they will be deemed to be a single person for the purpose of Rule 8.3.

Hard copy available

If you have received this document in electronic form, you may request a copy of the document, the announcement enclosed and any information incorporated into it by reference to another source, in hard copy form and may also request that all future documents, announcements and information sent to you in relation to the Offer should be in hard copy form. Any request should be sent to ATG's IR team: via email, at investorrelations@auctiontechnologygroup.com; in hard copy, to Auction Technology Group plc (c/o Investor Relations), Harlequin Building 65 Southwark Street London SE1 0HR, United Kingdom; or by phone, at +44 (0)20 3725 5500. Lines are open 8.30 am – 5.30 pm (London time), Monday to Friday (excluding public holidays in England and Wales). A hard copy of the document, announcement or information will not be sent to you unless so requested.