

<p>Section 1: <b>Notification</b></p>	<p><b>Bonus Issue Share Offer by Saga Plc</b></p> <p>Further to our previous communication regarding the bonus share offer by Saga Plc, linked to the 2014 Initial Public Offering (IPO), we have been advised that shareholders have the opportunity to claim the bonus shares for up to a further three years. Although no specific expiry date has been provided we expect it to be around 29 May 2018.</p> <p>In order to qualify for the bonus shares, your original IPO share receipt will have had to be retained for an uninterrupted period of one year ending 29 May 2015. The details are as follows:</p> <p style="text-align: center;"><b>One free ordinary share for every existing 20 ordinary shares held</b></p>
<p>Section 2: <b>Options for eligible customers</b></p>	<ol style="list-style-type: none"> <li>1. Select <b>Products &amp; Services</b> section.</li> <li>2. Select <b>Corporate Actions</b> and then <b>Corporate Actions – Free Format Response</b>.</li> <li>3. Enter the required details with reference to the information as below:   Response Date: <b>28 MAY 2018</b>  Share ID: <b>GB00BLT1Y088</b>  Corporate Action Reference: <b>158907</b> </li> <li>4. Enter the details as follows:   In order to determine eligibility we need you to answer the following question   <b>Please confirm how many shares you currently hold, that were acquired during the IPO of May 2014?</b>   <b>If you are eligible, as per previous question and wish to participate, please confirm how many bonus issue shares you would like us to apply for?</b>   <b>Please note: If you believe you are eligible to participate, we will be required to provide your name and address to the Company Registrar so that they can check your application against the IPO register. Consequently, if your details have changed since the IPO but your ownership of the shares have remained constant, i.e. you have changed your name by marriage or divorce, or you have moved etc, then please let us know these details too, otherwise your application may be declined.</b>   Alternatively, you may telephone our Customer Service Centre on <b>03456 080848</b> to make your election.   <b>In the event that we do not hear from you, we shall apply the default option which is to take no action.</b>   Proceeds from the bonus issue are due to be paid on a date yet to be announced.   We will endeavour to keep you informed of any further developments. </li> </ol>

Section 3:  
**Additional  
Information**

If you require any further assistance, please call our Customer Service Centre on **03456 08 08 48** or alternatively contact us via your Messages, a secure electronic link on [hsbc.co.uk](https://www.hsbc.co.uk). To help continually improve our service and in the interests of security, we may monitor and/or record your telephone calls with us. Our opening hours are 7.30am to 9.30pm Monday to Friday and 10.00am to 4.00pm Saturday, closed Sunday.

This letter contains a précis of the terms of the offer and has been prepared by HSBC Stockbroker Services. It is provided for information purposes only and may not contain details of all matters that would be relevant to customers. Customers should not rely on its contents but should satisfy themselves that they have sufficient details on which to base their investment decision. We will use reasonable endeavours to assist with any request for further information.