

22 June 2021

Notice is given that an Extraordinary General Meeting (**Meeting**) of Propel Funeral Partners Limited (**Company**) (ASX: PFP) will be held on:

Date of Meeting: 22 July 2021
Time of Meeting: 10.30 am (Sydney time)
Place of Meeting: Level 16, 1 Market Street, Sydney NSW 2000

Dear Shareholder,

Notice of Meeting

The Company advises that an Extraordinary General Meeting of its Shareholders will be held at 10.30 am (Sydney time) on Thursday, 22 July 2021. The Meeting is important. At the Meeting, Shareholders will be asked to consider and vote upon resolutions in respect of the proposed internalisation of key senior management functions of the Company as announced on the ASX Company Announcements Platform by the Company on 31 May 2021. The Meeting will be held as a physical meeting. You are entitled to attend the Meeting in person at the venue indicated above. Shareholders can attend either in person, by proxy or by corporate representative (if a body corporate) in accordance with the instructions on the Proxy Form.

Notice on how to access the contents of the Notice of Meeting

In accordance with the 'no-action' position adopted by the Australian Securities and Investments Commission (**ASIC**) pursuant to ASIC's 21-061MR media release dated 29 March 2021 regarding convening meetings electronically, the Company will not be dispatching physical copies of the Notice of Meeting, Explanatory Memorandum and Independent Expert's Report.

Instead, the Notice of Meeting (which sets out the resolutions being put to the Meeting and important voting information), Explanatory Memorandum and Independent Expert's Report, are available to Shareholders electronically at <https://investors.propelfuneralpartners.com.au/investor-centre/?page=extraordinary-general-meeting>. Shareholders can access, view, download and print the Notice of Meeting, Explanatory Memorandum and Independent Expert's Report at this online link. Alternatively, a complete copy of the Notice of Meeting, Explanatory Memorandum and Independent Expert's Report is also available on the ASX market announcement website: <https://www2.asx.com.au/markets/company/pfp>.

Shareholders are urged to read the Notice of Meeting, Explanatory Memorandum and Independent Expert's Report carefully and in their entirety before completing and lodging the Proxy Form.

Proxy Form

A Proxy Form accompanies this letter. A form of proxy also accompanies the Explanatory Memorandum. Alternatively, please download the Proxy Form available on the website of the Company at:

<https://investors.propelfuneralpartners.com.au/investor-centre/?page=extraordinary-general-meeting>

Shareholder and proxyholder participation (as relevant) is possible by Shareholders completing and lodging a Proxy Form electronically at the Company's share registry at <https://investorcentre.linkmarketservices.com.au/> or, alternatively, returning it by fax, by mail or hand to Link Market Services at the fax number or address details (as relevant) as shown on the Proxy Form. A Shareholder can also lodge a proxy by scanning the QR code shown on the Proxy Form or entering the voting link <https://investorcentre.linkmarketservices.com.au/> into your mobile device. To access the proxy voting online platform, log in using the Holding Identifier and postcode for your Shareholding. To be valid, Proxy Forms must be received by no later than 10.30 am on Tuesday, 20 July 2021.

Enquiries and Updates

If you have any questions or enquiries regarding accessing the contents of the Notice of Meeting, Explanatory Memorandum or Independent Expert's Report, you can contact me, Brian Scullin, Chairman of the Company by email at investors@propelfuneralpartners.com.au or by telephone on +61 2 8514 8600. A paper copy of the Notice of Meeting, Explanatory Memorandum and Independent Expert's Report will be sent by post to a Shareholder who requests.

The Independent Directors encourage Shareholders to monitor the ASX company announcements platform (under the code PFP) for any updates in relation to the Meeting that may need to be provided. In the meantime, the Independent Directors encourage Shareholders to submit their proxies as early as possible, even if they intend to attend the Meeting.

As a valued shareholder of the Company, we look forward to your attendance and participation at the Meeting. Your continued support is greatly appreciated.

Yours sincerely,



Brian Scullin

Chairman, Propel Funeral Partners Limited

HOW TO COMPLETE THIS SHAREHOLDER PROXY FORM

YOUR NAME AND ADDRESS

This is your name and address as it appears on the Company's share register. If this information is incorrect, please make the correction on the form. Shareholders sponsored by a broker should advise their broker of any changes. **Please note: you cannot change ownership of your shares using this form.**

APPOINTMENT OF PROXY

If you wish to appoint the Chairman of the Meeting as your proxy, mark the box in Step 1. If you wish to appoint someone other than the Chairman of the Meeting as your proxy, please write the name of that individual or body corporate in Step 1. A proxy need not be a shareholder of the Company.

DEFAULT TO CHAIRMAN OF THE MEETING

Any directed proxies that are not voted on a poll at the Meeting will default to the Chairman of the Meeting, who is required to vote those proxies as directed. Any undirected proxies that default to the Chairman of the Meeting will be voted according to the instructions set out in this Proxy Form.

VOTES ON ITEMS OF BUSINESS – PROXY APPOINTMENT

You may direct your proxy how to vote by placing a mark in one of the boxes opposite each item of business. All your shares will be voted in accordance with such a direction unless you indicate only a portion of voting rights are to be voted on any item by inserting the percentage or number of shares you wish to vote in the appropriate box or boxes. If you do not mark any of the boxes on the items of business, your proxy may vote as he or she chooses. If you mark more than one box on an item your vote on that item will be invalid.

APPOINTMENT OF A SECOND PROXY

You are entitled to appoint up to two persons as proxies to attend the Meeting and vote on a poll. If you wish to appoint a second proxy, an additional Proxy Form may be obtained by telephoning the Company's share registry or you may copy this form and return them both together.

To appoint a second proxy you must:

- (a) on each of the first Proxy Form and the second Proxy Form state the percentage of your voting rights or number of shares applicable to that form. If the appointments do not specify the percentage or number of votes that each proxy may exercise, each proxy may exercise half your votes. Fractions of votes will be disregarded; and
- (b) return both forms together.

SIGNING INSTRUCTIONS

You must sign this form as follows in the spaces provided:

Individual: where the holding is in one name, the holder must sign.

Joint Holding: where the holding is in more than one name, either shareholder may sign.

Power of Attorney: to sign under Power of Attorney, you must lodge the Power of Attorney with the registry. If you have not previously lodged this document for notation, please attach a certified photocopy of the Power of Attorney to this form when you return it.

Companies: where the company has a Sole Director who is also the Sole Company Secretary, this form must be signed by that person. If the company (pursuant to section 204A of the *Corporations Act 2001*) does not have a Company Secretary, a Sole Director can also sign alone. Otherwise this form must be signed by a Director jointly with either another Director or a Company Secretary. Please indicate the office held by signing in the appropriate place.

CORPORATE REPRESENTATIVES

If a representative of the corporation is to attend the Meeting the appropriate "Certificate of Appointment of Corporate Representative" must be produced prior to admission in accordance with the Notice of Meeting. A form of the certificate may be obtained from the Company's share registry or online at www.linkmarketservices.com.au.

LODGEMENT OF A PROXY FORM

This Proxy Form (and any Power of Attorney under which it is signed) must be received at an address given below by **10:30am on Tuesday, 20 July 2021**, being not later than 48 hours before the commencement of the Meeting. Any Proxy Form received after that time will not be valid for the scheduled Meeting.

Proxy Forms may be lodged using the reply paid envelope or:



ONLINE

www.linkmarketservices.com.au

Login to the Link website using the holding details as shown on the Proxy Form. Select 'Voting' and follow the prompts to lodge your vote. To use the online lodgement facility, shareholders will need their "Holder Identifier" - Securityholder Reference Number (SRN) or Holder Identification Number (HIN).



BY MOBILE DEVICE

Our voting website is designed specifically for voting online. You can now lodge your proxy by scanning the QR code adjacent or enter the voting link www.linkmarketservices.com.au into your mobile device. Log in using the Holder Identifier and postcode for your shareholding.

QR Code



To scan the code you will need a QR code reader application which can be downloaded for free on your mobile device.



BY MAIL

Propel Funeral Partners Limited
C/- Link Market Services Limited
Locked Bag A14
Sydney South NSW 1235
Australia



BY FAX

+61 2 9287 0309



BY HAND

delivering it to Link Market Services Limited*
1A Homebush Bay Drive
Rhodes NSW 2138

* During business hours (Monday to Friday, 9:00am–5:00pm)

**IF YOU WOULD LIKE TO ATTEND AND VOTE AT THE EXTRAORDINARY GENERAL MEETING, PLEASE BRING THIS FORM WITH YOU.
THIS WILL ASSIST IN REGISTERING YOUR ATTENDANCE.**