

THIS ANNOUNCEMENT RELATES TO THE DISCLOSURE OF INFORMATION THAT QUALIFIED OR MAY HAVE QUALIFIED AS INSIDE INFORMATION WITHIN THE MEANING OF ARTICLE 7(1) OF THE MARKET ABUSE REGULATION (EU) 596/2014.

esure Group plc
15 June 2026

Notice of Redemption to Holders

esure Group plc (the **Issuer**) refers to its £75,000,000 Fixed Rate Reset Perpetual Restricted Tier 1 Contingent Convertible Notes (ISIN: XS2361739415), of which £75,000,000 remain outstanding (the **Notes**).

Terms used but not defined in this announcement have the meanings given to them in the Terms and Conditions of the Notes (the **Conditions**).

The Issuer refers to Condition 8(f) (*Redemption at the option of the Issuer*) whereby provided that the Redemption and Purchase Conditions of the Notes are met, the Issuer may, at its option, on not less than 30 nor more than 60 days' notice, in accordance with Condition 13 (*Notices*), redeem all of the Notes that remain outstanding at an amount equal to their principal amount, together with any unpaid interest accrued to (but excluding) the Redemption Date (as defined below), in accordance with the Conditions.

NOTICE IS HEREBY GIVEN that all of the outstanding Notes will be redeemed on 29 July 2026 (the **Redemption Date**) pursuant to Condition 8(f) (*Redemption at the option of the Issuer*). On the Redemption Date, the Notes will be redeemed in an amount equal to their principal amount, together with (to the extent that such interest has not been cancelled in accordance with the Conditions) any accrued and unpaid interest to (but excluding) the Redemption Date. Following the Redemption Date, the Notes shall be cancelled.

This notice shall (save as provided in Condition 8(n) (*Notices Final*)) be irrevocable.

Payment in relation to the Notes will be made in accordance with the usual procedures of Clearstream, Luxembourg and/or Euroclear.

This announcement is released by the Issuer and contains information that qualified or may have qualified as inside information for the purposes of Article 7 of the Market Abuse Regulation (EU) 596/2014 (MAR), encompassing information relating to the Offer described above. For the purposes of MAR and Article 2 of Commission Implementing Regulation (EU) 2016/1055, this announcement is made by Alistair Smith, Chief Financial Officer of the Offeror, ir@esure.com; company.secretary@esure.com; 01737 222 222.

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DISCLAIMER No offer or invitation to acquire any securities is being made pursuant to this announcement. The distribution of this announcement in certain jurisdictions may be restricted by law. Persons into whose possession this announcement come(s) are required by the Issuer to inform themselves about, and to observe, any such restrictions.