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EARLY EQUITY PLC

Notice of Annual General Meeting

Monday 27th February 2012

THIS DOCUMENT IS IMPORTANT AND REQUIRES YOUR IMMEDIATE ATTENTION.

If you are in any doubt as to what action you should take, you are recommended to seek your own financial advice from your stockbroker or other independent adviser authorised under the Financial Services and Markets Act 2000.

If you have sold or transferred all of your shares in Early Equity plc, please forward this document, together with the accompanying documents, as soon as possible either to the purchaser or transferee or to the person who arranged the sale or transfer so they can pass these documents to the person who now holds the shares.

Notice of Meeting

Notice is hereby given that the Annual General Meeting (the “**Meeting**”) of Early Equity plc (the “**Company**”) will be held at 10:00 am on Monday 27th February 2012 at Somerset House, Temple Street, Birmingham, B2 5JD.

You will be asked to consider and vote on the resolutions below.

Ordinary Resolutions

To consider and if thought fit, to pass the following resolutions which will be proposed as ordinary resolutions:

1. to receive and adopt the report of the directors, the financial statements and the report of the auditors for the period ended 31 August 2011.
2. to re-appoint Jonathan Hall who retires by rotation under the Company’s articles of association as a director of the Company.
3. to appoint Brett Adams as auditors of the Company to hold office from the conclusion of the Meeting until the conclusion of the general meeting at which financial statements are laid before the Company and to authorize the directors to determine their remuneration.
4. that, in substitution for all existing authorities, the directors be and they are hereby generally and unconditionally authorised to allot relevant securities (as defined in note 9 below) comprising equity securities (as defined by section 560 of the Companies Act (the “**Act**”) pursuant to section 551 of the Act up to an aggregate nominal amount of £777,830 of the share capital of the Company for the period expiring at the conclusion of the general meeting of the

Company to be held in 2013 but the Company may before such expiry make an offer or agreement which would or might require relevant securities to be allotted after such expiry and the directors may allot relevant securities in pursuance of such offer or agreement notwithstanding that the authority conferred hereby has expired.

Special Resolutions

To consider and, if thought fit, pass the following resolution which will be proposed as a special resolution:

5. that the directors be and they are hereby empowered pursuant to section 570 of the Act to allot equity securities (within the meaning of section 560 of the Act) for cash as if section 561(1) of the Act did not apply to any such allotment provided that the power is limited to:
 - (a) the allotment of equity securities by way of rights issue or otherwise generally available to all shareholders of the Company in proportion (as nearly as practicable) of their holdings of ordinary shares but subject to such exclusions or other arrangements as the directors may deem necessary or expedient in relation to fractional entitlements or any legal or practical problems under the laws of any territory, or the requirements of any regulatory body or stock exchange; and
 - (b) the allotment of equity securities for cash or as a whole or part of the consideration for the acquisition of the entire issued share capital of any company or in relation to the acquisition of a business, up to the nominal aggregate amount of £777,830 in the share capital of the Company;

but the directors of Company may before the expiry of the authority conferred on them by this resolution make an agreement which would or might require relevant securities to be allotted after such expiry and the directors may allot relevant securities in pursuance of such offer or agreement notwithstanding that the authority conferred hereby has expired.

By order of the Board

ROBERT PAINTING

Company secretary

Early Equity plc, 2nd Floor, 37 Bennetts Hill, Birmingham, B2 5SN

31st January 2012

Notes to the Notice of Annual General Meeting

Entitlement to attend and vote

1. Pursuant to Regulation 41 of the Uncertificated Securities Regulations 2001, the Company specifies that only those members registered on the Company's register of members at:
 - 6.00 pm on Thursday 23rd February 2012; or,
 - if this Meeting is adjourned, at 6.00 pm on the day two days prior to the adjourned meeting,shall be entitled to attend and vote at the Meeting.

Appointment of proxies

2. If you are a member of the Company at the time set out in note 1 above, you are entitled to appoint a proxy to exercise all or any of your rights to attend, speak and vote at the Meeting and you should have received a proxy form with this notice of meeting. You can only appoint a proxy using the procedures set out in these notes and the notes to the proxy form.

Changing proxy instructions

3. To change your proxy instructions simply submit a new proxy appointment using the methods set out above. Note that the cut-off time for receipt of proxy appointments (see above) also apply in relation to amended instructions; any amended proxy appointment received after the relevant cut-off time will be disregarded.

Where you have appointed a proxy using the hard-copy proxy form and would like to change the instructions using another hard-copy proxy form, please contact Robert Painting, Company Secretary, Early Equity plc, 2nd Floor, 37 Bennetts Hill, Birmingham, B2 5SN. If you submit more than one valid proxy appointment, the appointment received last before the latest time for the receipt of proxies will take precedence.

Termination of proxy appointments

4. In order to revoke a proxy instruction you will need to inform the Company using one of the following methods:
 - By sending a signed hard copy notice clearly stating your intention to revoke your proxy appointment to Robert Painting, Company Secretary, Early Equity plc, 2nd Floor, 37 Bennetts Hill, Birmingham, B2 5SN. In the case of a member which is a company, the revocation notice must be executed under its common seal or signed on its behalf by an officer of the company or an attorney for the company. Any power of attorney or any other authority under which the revocation notice is signed (or a duly certified copy of such power or authority) must be included with the revocation notice.
 - By sending an e-mail to rob@earlyequity.co.uk.

In either case, the revocation notice must be received by the Company Secretary no later than 6.00 pm on Thursday 23rd February 2012.

If you attempt to revoke your proxy appointment but the revocation is received after the time specified then, subject to the paragraph directly below, your proxy appointment will remain valid.

Appointment of a proxy does not preclude you from attending the Meeting and voting in person. If you have appointed a proxy and attend the Meeting in person, your proxy appointment will automatically be terminated.

Corporate representatives

5. A corporate member may appoint a proxy or it may appoint a corporate representative. A corporate representative may be appointed by a resolution of the corporate member's directors or other governing body. The corporate representative shall be entitled to exercise the same powers on behalf of the corporate member as that corporate member could exercise if it were an individual member of the Company. A certified copy of such a resolution must be deposited at the registered office of the Company by 10:00am on Thursday 23rd February 2012

Issued shares and total voting rights

6. As at 6.00 pm on 31st January 2012 the Company's issued share capital comprised 44,434,001 ordinary shares of 0.5pence each. Each ordinary share carries the right to one vote at a general meeting of the Company and, therefore, the total number of voting rights in the Company as at 6:00 pm on 31st January 2012 is 44,434,001

Voting

7. Voting on all resolutions will be conducted by way of a show of hands rather than on a poll.

Communication

8. Except as provided above, members who have general queries about the Meeting should use the following means of communication (no other methods of communication will be accepted):

- calling the Company Secretary Robert Painting 07973 309458; or
- e-mail to the Company Secretary: rob@earlyequity.co.uk.
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You may not use any electronic address provided either:

- in this notice of annual general meeting; or
- any related documents (including the chairman's letter and proxy form),

to communicate with the Company for any purposes other than those expressly stated.

Definition

9. For the purposes of this notice, "relevant securities" means:

9.1 Shares in the Company other than shares allotted pursuant to:

- (a) an employee share scheme (as defined by section 1166 of the 2006 Act)
- (b) a right to subscribe for shares in the Company where the grant of the right itself constituted a relevant security; or
- (c) a right to convert securities into shares in the Company where the grant of the right itself constituted a relevant security.

9.2 Any right to subscribe for or to convert any security into shares in the Company other than rights to subscribe for or convert any security into shares allotted pursuant to an employee share scheme (as defined by section 1166 of the 2006 Act). References to the allotment of relevant securities in the resolution include the grant of such rights.

Documents on display

The following documents will be available for inspection at 2nd Floor, 37 Bennetts Hill, Birmingham, B2 5SN from 31st January 2012 until the time of the Meeting and for at least 15 minutes prior to the Meeting and during the Meeting at Somerset House, Temple Street, Birmingham, B2 5JD. Copies of the service contracts of executive directors of the Company.

Copies of the letters of appointment of the non-executive directors of the Company.