



Advanced Medical Solutions Group plc

Notice of the 2023 Annual General Meeting

Notice of the twenty-ninth Annual General Meeting ('AGM') of Advanced Medical Solutions Group plc (the 'Company'), to be held at the offices of Investec Bank plc, 30 Gresham Street, London, EC2V 7QN at 11:00 am on Wednesday 31 May 2023, is set out on pages 6 and 7 of this document. Your attention is drawn to the letter from the Company's Chairman on page 2 of this document. Please complete and submit a proxy appointment form or electronic proxy appointment instruction by 11:00 am on Friday 26 May 2023 in accordance with the notes to the Notice of AGM set out on page 7.

If any changes are required to the format and/or the arrangements for the 2023 AGM after the date of this Notice, we will notify shareholders as soon as practicable. We encourage shareholders to monitor the Company's website (www.admedsol.com/investor-relations/shareholder-information/agm) and RNS alerts for any updates.

This document is important and requires your immediate attention.

If you are in any doubt as to the action you should take, you are recommended immediately to seek your own financial advice from your stockbroker, solicitor, accountant or other independent professional adviser duly authorised under the Financial Services and Markets Act 2000 if you are resident in the United Kingdom or, if not, from another appropriately authorised independent financial adviser. If you have sold or transferred all of your shares in Advanced Medical Solutions Group plc, please send this document and any accompanying documents as soon as possible to the purchaser or transferee of those shares or to the stockbroker, bank or other agent through whom the sale or transfer was effected for onward transmission to the purchaser or transferee.

LETTER FROM THE CHAIRMAN

Advanced Medical Solutions Group plc

Premier Park
33 Road One
Winsford
Cheshire
CW7 3RT

Dear Shareholder,

2022 Annual Report and Accounts and AGM

I am pleased to report that Advanced Medical Solutions Group plc's Annual Report and Accounts for the year ended 31 December 2022 (Report of the Directors and the Financial Statements of the Company) and Notice of AGM have now been published.

A copy of the 2022 Annual Report is enclosed where requested. Alternatively, the document can also be accessed via the investors' section of our website (www.admedsol.com/investor-relations).

This year, our AGM will be held at the offices of Investec Bank plc, 30 Gresham Street, London, EC2V 7QN at 11:00 am on Wednesday 31 May 2023. The formal Notice of AGM is set out on pages 6 and 7. The AGM is an opportunity for all shareholders to meet with, and ask questions of, their Board of Directors ('Board').

The AGM will be convened with the minimum necessary quorum of two shareholders. The outcome of the resolutions will, as usual, be determined by shareholder vote based on the proxy votes received. Shareholders are therefore encouraged to vote by proxy on the resolutions contained in the AGM notice.

The results of the AGM will be announced to the London Stock Exchange and placed on the Group's website (www.admedsol.com), in the usual way, as soon as practicable after the conclusion of the AGM.

AGM

The Board recommends that you monitor the Company's announcements for any updates and register to receive our RNS alerts at www.admedsol.com/investor-relations/alert-service.

You are encouraged to appoint the Chairman of the meeting as your proxy and to give your instructions on how you wish the Chair to vote on the proposed resolutions.

This will ensure that your votes will be counted if you (or any other proxy who you might otherwise appoint) are not able, or do not wish, to attend the AGM in person.

Information on how to appoint a proxy can be found in the Notes to the Notice of AGM on page 7. To be valid, your proxy appointment must be received at the address for delivery specified in the Notes no later than 11:00 am on Friday 26 May. If you appoint the Chair of the meeting as your proxy, the Chair will vote in accordance with your instructions. If the Chair is given discretion as to how to vote, he or she will vote in favour of each of the resolutions set out in the Notice of AGM.

Appointing the Chair of the meeting as your proxy will not prevent you from attending the meeting and voting in person if you wish to do so. Any shareholder who nonetheless wishes to attend the AGM in person is asked to register their intention to do so as soon as practicable. This should be done by notifying the Company by completing and returning the proxy form to Computershare Investor Services PLC ("Computershare") who are the Registrar as outlined on the Proxy form.

Recommendation

The Board is committed to the principles of good corporate governance and reports against the 2018 UK Corporate Governance Code (Code). As a result, in 2023 we will put all Directors forward for re-election. We have also addressed certain corporate governance principles in the explanatory notes, including Board appointments.

In accordance with the Code, the Group is continuing the process of Board refreshment. This process started at the 2020 AGM, continued in 2021 with the retirement of Steve Bellamy and the appointments of Grahame Cook and Douglas Le Fort, and was further progressed in 2022 with the retirement of Penny Freer and appointment of Liz Shanahan.

I recognise that I have now been Chair for more than the nine years recommended by the UK Corporate Governance Code, but also note that Code states that this period can be extended for a limited time to facilitate effective succession planning and the development of a diverse board. The recruitment process for my successor is well underway and we expect this to be completed in the near future. I am therefore putting myself forward for re-election at the AGM and will step down once this process is complete, allowing for a smooth and effective handover. We will keep the market updated on progress regarding this appointment.

I believe that the actions we have taken will ensure that the Board's size and composition is appropriate for a Group of AMS's size, complexity and nature and will put us in the best possible position to drive long-term sustainable growth for the benefit of our stakeholders.

You will find on pages 3 to 5 of this document the explanatory notes in relation to the various resolutions which are set out in the Notice of AGM. The Board considers that each of these resolutions is in the best interests of the Company and its shareholders as a whole. Accordingly, all Directors intend to vote in favour of each resolution in respect of their own beneficial holdings (with the exception of resolutions relating to their own re-election). The Directors unanimously recommend that shareholders vote in favour of all the proposed resolutions.

The Board would like to thank all shareholders for their continued support.

Yours sincerely

Peter Allen
Chair

EXPLANATORY NOTES TO THE BUSINESS OF THE AGM

Notes on Ordinary Business

Resolution 1: Report of the Directors and the Financial Statements of the Company

The Companies Act 2006 requires the Directors of the Company to lay before the shareholders in general meeting copies of its annual accounts, the Strategic Report, the Directors' Report and the Independent Auditors' Report on those accounts in respect of each financial year. In accordance with best practice, the Company proposes, as an Ordinary Resolution, a resolution to receive the Report of the Directors and the Financial Statements of the Company for the year ended 31 December 2022.

Resolution 2: Approval of Directors' Remuneration Report

As a matter of good corporate governance, the Company has elected to seek shareholder approval at this AGM (and at each subsequent AGM), by way of Ordinary Resolution, for the part of its Directors' Remuneration Report which describes how the Company's Directors' remuneration policy has been implemented during the previous financial year. The relevant part of the Directors' Remuneration Report is set out on pages 65 to 75 of the 2022 Annual Report. Please note that this vote is advisory only and does not affect the historical remuneration paid to any individual Director.

Resolution 3: Auditor's reappointment and remuneration

At or before each general meeting at which the Report of the Directors and Financial Statements of the Company for a financial year are laid, the Company is required to appoint auditors to serve for the following financial year. Deloitte LLP have indicated their willingness to continue as the Company's auditors. Resolution 3 is an Ordinary Resolution to reappoint them and give the Directors discretion to determine the auditor's remuneration.

Resolutions 4 to 9: Election and re-election of Directors

In accordance with the Company's Articles of Association, one-third of the Directors must stand for re-election by shareholders annually in rotation. However, to underline their accountability to shareholders and the Board's commitment to the Code and wider corporate governance principles, the Board have decided that all Directors will stand for re-election at this AGM and every subsequent AGM.

The Code requires that the Board should set out why each Director's contribution is, and continues to be, important to the Company's long-term sustainable success. These details are set out below, together with brief biographical details and that we believe shareholders should vote in favour of the re-election of each Director. Any Corporate Governance issues impacting each Director are also addressed.

The Board believes that all the Executive and Non-Executive Directors who are currently serving on the Board and are seeking re-election this year, continue to be effective, make a positive contribution to the Board and demonstrate commitment to their roles.

Resolution 4: Re-election of Peter Allen – Chair

Peter Allen has extensive experience in the healthcare industry, having held key senior positions in a number of companies and playing a significant role in their development. This includes 12 years at Celltech Group plc (1992–2004) as CFO and Deputy CEO, six years as Chairman (2007–2013) of ProStrakan Group plc (Interim CEO 2010–2011), three years as Chairman of Proximagen Neurosciences plc (2009–2012), five years as Chairman at Diurnal plc (2015–2020), nine years as Chairman of Clinigen Group plc (2012–2021) and 11 years as Non-Executive Director and Non-Executive Chair of Oxford Nanopore Technologies plc (2011–2022). He is a qualified Chartered Accountant.

Peter and AMS are aware of the corporate governance requirements in relation to Board tenure. In this regard, the recruitment process for his successor is underway and we expect this to be completed in the near future. Peter is therefore being put forward for re-election and will step down once the process to appoint a new Chair is complete, allowing for an effective handover.

In his role as Chair, Peter attended all Board meetings during 2022. Peter is not a member of the Audit Committee in line with best practice.

Resolution 5: Re-election of Grahame Cook – Non-Executive Director

Grahame Cook has 18 years' experience in investment banking in global equity capital markets and M&A and corporate advisory. He advised the London Stock Exchange on the creation of TechMark, the specialist segment of the Main Market focusing on innovative technology and healthcare companies and has healthcare experience, most recently as a Non-Executive Director of Morphogenesis Inc and Chairman of Sinclair Pharma plc. He also held Board positions at Horizon Discovery plc, MDY Healthcare plc and Crawford Healthcare Holdings Limited. He is a qualified Chartered Accountant.

Grahame was appointed to the Board on 1 February 2021 and became Chair of the Audit Committee following the 2021 AGM.

Resolution 6: Re-election of Douglas Le Fort – Non-Executive Director

Douglas Le Fort has more than 20 years of senior executive leadership, with expertise in business strategy, operational management and M&A. Most recently, he was CEO of MedTrade Products, a woundcare products business and prior to that served in various senior executive roles at ConvaTec Group plc, including five years on the Executive Committee for the Group. At ConvaTec he was Senior Vice President for Corporate Development, and prior to that Vice President and General Manager with P&L responsibility for the global Ostomy business. He has an MBA from Henley Management College and is a Chartered Management Accountant.

Douglas was appointed to the Board on 2 August 2021 and became Chair of the Remuneration Committee following the 2022 AGM.

EXPLANATORY NOTES TO THE BUSINESS OF THE AGM

CONTINUED

Notes on Ordinary Business *continued* Resolution 7: Election of Liz Shanahan – Non- Executive Director

Liz Shanahan is a life sciences entrepreneur with extensive experience advising leading global pharmaceutical and healthcare organisations on their communications. Most recently, she was a Non-Executive Director of UDG Healthcare plc, a company that was listed on the London Stock Exchange and a constituent of the FTSE 250 up until its £2.8 billion takeover in August 2021. Until 2014, she was Global Head of Healthcare & Lifesciences at the NYSE-listed management consultancy, FTI Consulting Inc., which in 2007 acquired the communications business Santé Communications, founded by Liz in 1995. Liz is a Trustee of CW, the charitable arm of Chelsea & Westminster Foundation Trust Hospital in London and a member of the organisation's Innovations Advisory Board. Alongside her Board appointments she is a business advisor and Executive coach.

Liz was appointed to the Board on 1 August 2022 and is responsible for Workforce Engagement.

Resolutions 8 and 9: Re-election of Chris Meredith – Chief Executive Officer/Eddie Johnson – Chief Financial Office

Chris Meredith joined AMS as Group Commercial Director in July 2005 following a successful 18-year career in international healthcare sales, marketing and business development and was appointed to the Board in April 2006. His experience covered business-to-business contract manufacturing, product development and clinical research, as well as branded product sales all within the medical device, pharmaceutical or consumer healthcare markets. Chris has previously held senior positions at Smiths Industries, Cardinal Health, Banner Pharmacaps, and Aster Cephac. He was appointed Managing Director of Advanced Woundcare in February 2008, became Chief Operating Officer in January 2010 and was appointed as Chief Executive Officer in January 2011.

Eddie Johnson joined AMS in October 2011 and was appointed Group Financial Controller in November 2012. Prior to this he gained a first class degree in Maths and Computer Science from Keele University in 1993 and qualified as a Chartered Accountant in 1996. Since moving into the industry in 1996 Eddie has held a number of senior finance roles in various industry sectors including, more recently, Head of Commercial Finance at Norcros plc and Western European Financial Controller for Sumitomo Electrical Wiring Systems. Eddie was appointed as Chief Financial Officer in January 2019.

Resolution 10: Declaration of a final dividend

The Directors recommend a final dividend of 1.51p per Ordinary Share. If approved by Ordinary Resolution of the shareholders, the dividend will be paid on 9 June 2023 to shareholders on the register at close of business on 19 May 2023.

Notes on Special Business Resolution 11: Authority to allot Ordinary Shares and other relevant securities

This Resolution would give the Directors the authority to allot Ordinary Shares up to an aggregate nominal amount equal to £3,615,513 (representing 72,310,261 Ordinary Shares of 5p each). This amount represents approximately one-third of the issued Ordinary Share capital of the Company as at 31 March 2023, the latest practicable date prior to publication of this Notice.

The authority sought under this resolution will expire at the conclusion of the Annual General Meeting of the Company held in 2024 or, if earlier, 15 months after the passing of the resolution. While the Directors have no present intention of issuing any of the authorised but unissued share capital, it is considered prudent and appropriate to maintain the flexibility that this authority provides.

Resolution 12: Disapplication of Pre-emption Rights

Your Directors also require additional authority from shareholders to allot shares or grant rights over shares or sell treasury shares where they propose to do so for cash and otherwise than to existing shareholders in proportion to their existing holdings. Accordingly, Resolution 12 will be proposed as a Special Resolution to grant such authority. Apart from rights issues, open offers or any other pre-emptive offer as mentioned, the authority will be limited to the issue of shares and sales of treasury shares for cash up to an aggregate nominal value of £1,084,653 (being 10% of the Company's issued Ordinary Share capital at 31 March 2023, the latest practicable date prior to publication of this Notice). This is in keeping with the extent for which such authority has been sought and given at each previous Annual General Meeting of the Company since 2006.

Allotments made under the authorisation in paragraph (a) of Resolution 12 would be limited to allotments by way of a rights issue only (subject to the right of the Directors to impose necessary or appropriate limitations to deal with, for example, fractional entitlements and regulatory matters).

If given, this authority will expire at the conclusion of the Annual General Meeting of the Company held in 2024 or, if earlier, 15 months after the passing of the Resolution.

Resolution 13: Purchase by the Company of its own shares

In certain circumstances, it may be advantageous for the Company to purchase its own shares. Under Section 701 of the 2006 Act, the Directors of a Company may make market purchases of that Company's shares if authorised to do so. Your Directors believe that granting such approval would be in the best interests of shareholders in allowing Directors the flexibility to react promptly to circumstances requiring market purchases.

Accordingly, Resolution 13, which will be proposed as a Special Resolution, will give the Directors the authority to purchase issued shares of the Company under Section 701 of the 2006 Act.

The authority contained in this Resolution will be limited to an aggregate nominal value of £542,326 (representing 5% of the issued Ordinary Share capital of the Company as at 31 March 2023, the latest practicable date prior to publication of this Notice, representing 10,846,539 Ordinary Shares of 5p each). The price which may be paid for those shares is also restricted as set out in the Resolution.

This authority will expire at the conclusion of the Annual General Meeting of the Company held in 2024 or, if earlier, 15 months after the passing of the Resolution.

The Board has no present intention of exercising this authority. However, this will be kept under review, and the Board will use this power only if and when, taking account of market conditions prevailing at the time, other investment opportunities, appropriate gearing levels and the overall financial position of the Group, they believe that the effect of such purchases will be in the best interests of shareholders generally and that they will result in an increase in earnings per share.

Shares purchased under this authority may be held as treasury shares. Shares held in treasury do not carry voting rights and no dividends will be paid on any such shares. Shares held in treasury in this way can be sold for cash or cancelled. This would allow the Company to manage its capital base more effectively and to replenish its distributable reserves.

If and when the Board resolves to exercise its authority to make market purchases, it will at that time decide whether shares purchased are to be cancelled or held in treasury.

As at 31 March 2023, the latest practicable date prior to publication of this Notice, there were share options outstanding over Ordinary Shares, representing 4.0% of the Company's issued Ordinary Share capital. The Company has no warrants in issue in relation to its shares. If the buyback authority was to be exercised in full, these options would represent 4.2% of the Company's ordinary issued share capital.

NOTICE OF 2023 AGM – ADVANCED MEDICAL SOLUTIONS GROUP PLC

Notice is hereby given that the twenty-ninth Annual General Meeting of the Company will be held at 11:00 am on 31 May 2023 at the office of Investec Bank plc, 30 Gresham Street, EC2V 7QN for the following purposes:

As Ordinary Business:

1. To receive the Report of the Directors and the Financial Statements of the Company for the year ended 31 December 2022 (together with the Report of the Auditor thereon).
2. To approve the Directors' Remuneration Report for the year ended 31 December 2022.
3. To re-appoint Deloitte LLP as Auditor and to authorise the Directors to fix their remuneration.
4. To re-elect Peter Allen as a Director of the Company.
5. To re-elect Grahame Cook as a Director of the Company.
6. To re-elect Douglas Le Fort as a Director of the Company.
7. To elect Liz Shanahan as a Director of the Company.
8. To re-elect Chris Meredith as a Director of the Company.
9. To re-elect Eddie Johnson as a Director of the Company.
10. To declare a final dividend of 1.51p per Ordinary Share, payable on 9 June 2023 to shareholders on the register at close of business on 19 May 2023.

As Special Business:

To consider and, if thought fit, to pass Resolution 11, which will be proposed as an Ordinary Resolution, and Resolutions 12 and 13, which will be proposed as Special Resolutions.

11. To authorise the Directors generally and unconditionally for the purposes of Section 551 of the Companies Act 2006 (the '2006 Act') to exercise all the powers of the Company to allot shares in the Company and to grant rights to subscribe for or to convert any security into shares in the Company (each an allotment of 'relevant securities') up to an aggregate nominal amount of £3,615,513 provided that this authority is for a period expiring upon the earlier of the date of the Company's next Annual General Meeting and 15 months after the date of the passing of this Resolution 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 by this Resolution has expired.

This authority is in substitution for all subsisting authorities, to the extent unused.

12. Subject to the passing of Resolution 11 above, to authorise the Directors pursuant to Section 570 of the 2006 Act to allot equity securities (within the meaning of Section 560 of the 2006 Act) wholly for cash pursuant to the authority conferred by Resolution 11 above as if Section 561(1) of the 2006 Act did not apply to any such allotment, provided that this power shall be limited to the allotment of equity securities:

- (a) in connection with an offer of such securities by way of rights to holders of Ordinary Shares in proportion (as nearly as may be practicable) to their respective holdings of such 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;

- (b) otherwise than pursuant to sub-paragraph (a) above up to an aggregate nominal amount of £1,084,653; and
 - (c) which shall expire on the earlier of the conclusion of the next Annual General Meeting of the Company and 15 months after the date of the passing of this Resolution, save that the Company may before such expiry make an offer or agreement which would or might require equity securities to be allotted after such expiry and the Directors may allot equity securities in pursuance of any such offer or agreement notwithstanding that the power conferred by this Resolution has expired.
13. That the Company is hereby generally and unconditionally authorised for the purposes of Section 701 of the 2006 Act to make market purchases (within the meaning of Section 693(4) of the 2006 Act) of any of its Ordinary Shares of 5p each in the capital of the Company on such terms and in such manner as the Directors may from time to time determine provided that:
 - (a) the maximum number of Ordinary Shares which may be purchased is 10,846,539;
 - (b) the minimum price which may be paid for each Ordinary Share is 5p which amount shall be exclusive of expenses, if any;
 - (c) the maximum price (exclusive of expenses) which may be paid for each Ordinary Share shall not be more than 5% above the average of the middle market quotations for an Ordinary Share as derived from The London Stock Exchange Daily Official List for the five business days immediately preceding the date on which the Ordinary Share is purchased;
 - (d) unless previously renewed, revoked or varied, this authority shall expire upon the earlier of the date of the Company's next Annual General Meeting and 15 months after the date of the passing of this Resolution; and
 - (e) under this authority the Company may make a contract to purchase Ordinary Shares which would or might be executed wholly or partly after the expiry of this authority, and may make purchases of Ordinary Shares pursuant to it as if this authority had not expired.

By order of the Board.

Owen Bromley
Company Secretary
18 April 2023

Registered office:
Premier Park, 33 Road One, Winsford, Cheshire, CW7 3RT.

NOTES

1. Every holder has the right to appoint some other person(s) of their choice, who need not be a shareholder, as his proxy to exercise all or any of his rights, to attend, speak and vote on their behalf at the meeting. If you wish to appoint a person other than the Chairman, please insert the name of your chosen proxy holder in the space provided (see reverse).
If the proxy is being appointed in relation to less than your full voting entitlement, please enter in the box next to the proxy holder's name (see reverse) the number of shares in relation to which they are authorised to act as your proxy. If returned without an indication as to how the proxy shall vote on any particular matter, the proxy will exercise his discretion as to whether, and if so how, he votes (or if this proxy form has been issued in respect of a designated account for a shareholder, the proxy will exercise his discretion as to whether, and if so how, he votes).
2. To appoint more than one proxy, an additional proxy form(s) may be obtained by contacting the Registrar's helpline on 0370 703 0158 or you may photocopy this form. Please indicate in the box next to the proxy holder's name (see reverse) the number of shares in relation to which they are authorised to act as your proxy. Please also indicate by marking the box provided if the proxy instruction is one of multiple instructions being given. All forms must be signed and should be returned together in the same envelope.
3. The 'Vote Withheld' option overleaf is provided to enable you to abstain on any particular resolution. However, it should be noted that a 'Vote Withheld' is not a vote in law and will not be counted in the calculation of the proportion of the votes 'For' and 'Against' a resolution.
4. Pursuant to Regulation 41 of the Uncertificated Securities Regulations 2001, entitlement to attend and vote at the meeting and the number of votes which may be cast thereat will be determined by reference to the Register of Members of the Company at close of business on the day which is two days before the day of the meeting. Changes to entries on the Register of Members after that time shall be disregarded in determining the rights of any person to attend and vote at the meeting.
5. To appoint one or more proxies or to give an instruction to a proxy (whether previously appointed or otherwise) via the CREST system, CREST messages must be received by the issuer's agent (ID number 3RA50) not later than 48 hours before the time appointed for holding the meeting. For this purpose, the time of receipt will be taken to be the time (as determined by the timestamp generated by the CREST system) from which the issuer's agent is able to retrieve the message. The Company may treat as invalid a proxy appointment sent by CREST in the circumstances set out in Regulation 35(5)(a) of the Uncertificated Securities Regulations 2001.
6. The above is how your address appears on the Register of Members. If this information is incorrect please ring the Registrar's helpline on 0370 703 0158 to request a change of address form or go to www.investorcentre.co.uk to use the online Investor Centre service.
7. Any alterations made to this form should be initialled.
8. The completion and return of this form will not preclude a member from attending the meeting and voting in person.



Advanced Medical Solutions Group plc

Advanced Medical Solutions Group plc

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Winsford, Cheshire, CW7 3RT

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