



ASTON MARTIN

ASTON MARTIN LAGONDA GLOBAL HOLDINGS PLC

Dear Shareholder

NOTICE OF GENERAL MEETING AND ONLINE VOTING

Introduction

Further to the proposed transactions announced by the Company on 27 October 2020, this is a transformational moment for Aston Martin. To effect this transformation and achieve our plans we require the support of our Shareholders. As such, I wanted to update you on key milestones for the Business and to explain the proposed transactions and other matters for which we are seeking shareholder approval at our General Meeting to be held at 9.30 am on 4 December 2020 (the “**General Meeting**”). The Notice of the General Meeting, included in the combined prospectus and circular published by the Company on 18 November 2020 (the “**Prospectus**”), is now available on the Aston Martin Lagonda website at www.astonmartinlagonda.com/investors/October-2020-Placing.

Significant Progress

In the six months since the initial investment by the Yew Tree Consortium and my appointment as Executive Chairman, significant progress has been made to position Aston Martin for success and to capture the huge and extraordinary opportunity that is present for the Company, while also managing through these most challenging of times presented by the COVID-19 pandemic for this and all businesses.

A world-class leadership team has been appointed with deep experience in this industry. Tobias Moers, who joined as CEO in August 2020 and is the best and most appropriate CEO to lead this transformation, was formerly the CEO and acting Chief Technical Officer at Mercedes-AMG. Our new CFO, Ken Gregor, joined in June 2020 and was previously CFO of Jaguar Land Rover for the last 11 years. We now plan to focus on continuing to strengthen Board membership and improve the diversity on the Board while moving toward U.K. Corporate Governance Code compliance, with the appointment of further independent non-executive directors. A number of qualified potential candidates have been identified and the Company is treating this process as a matter of priority.

We are making good progress in the business most notably:

- The progress in rebalancing supply to demand for front engine sports cars is running ahead of plan. The dealer network has been aggressively de-stocked, with a reduction of over 1,400 GT & Sports car units year-to-date from dealer stock.
- The financial resilience of the business has been strengthened by capital raises, and decisive action has been taken on costs. From the latter, for example, up to 500 employees will leave the business as we start to right-size the organisation for production volumes aligned to our plans.
- The DBX, the brand’s first SUV and a key pillar for the short and medium term has been successfully launched. With production re-commencing in May 2020 following COVID-19-related halts, first deliveries were made in July 2020. The orderbook is strong and the Board is confident in the medium-term goals for the SUV segment with the planned expansion of the range in the coming years.

Business Plan, Financing and the Mercedes-Benz AG Strategic Cooperation

As announced on 27 October 2020, we reached another milestone with the signing of the Strategic Cooperation Agreement with Mercedes-Benz AG taking our long-standing partnership with them to another level. With this new agreement, we secure access to MBAG’s world-class technology to support our long-term product expansion plans, including electric and hybrid powertrains.

In addition, we have developed a new business plan targeting revenue of approximately £2 billion and Adjusted EBITDA of approximately £500 million by financial years 2024 / 2025. This will be underpinned by the Strategic Cooperation Agreement and targeted annual capital expenditure of £250 million to £300 million per annum between 2021 and 2025, along with a compelling vehicle offer.

This new plan will be underpinned by the Financing Transactions and the Placing announced on 27 October 2020 to strengthen the balance sheet, extend our debt maturity and improve liquidity. This will allow the business to continue to operate and to execute our plans to transform the Company to be one of the greatest luxury brands in the automotive world. As a participant in the Placing (through Yew Tree), I and my co-investors are fully committed to delivering this plan and our participation in this new substantial round of financing demonstrates both our confidence in the prospects for the business and our commitment to the future success of Aston Martin.

Capital Reorganisation

With the aim of increasing market liquidity and reducing the volatility of our Ordinary Shares and making them more attractive to a broader range of institutional and public investors, the Company also proposes to undertake a reorganisation of its share capital to reduce the number of Existing Ordinary Shares and to increase the nominal value per Ordinary Share to a round figure of £0.10 per Ordinary Share. Save in respect of Fractional Entitlements, following the Capital Reorganisation each Shareholder's percentage holding in the total issued share capital of the Company would remain unchanged.

Renewal of Standard AGM Authorities

The Company also proposes to refresh its existing allotment, pre-emption disapplication and share buyback authorities, which are standard authorities that were granted at our AGM in June 2020. These authorities were sought in line with the relevant guidance and market practice for listed companies, and proposals for their renewals are simply to ensure that they remain valid following the Capital Reorganisation in the same way as they are currently.

Background to and reasons for your vote

We are asking our Shareholders to support our transformational plans. My letter at Part 5 of the combined prospectus and circular sets out in more detail the background to, and reasons for, these proposed transactions and the resolutions being put to shareholders. It also explains why our Board considers that these Resolutions are in the best interests of Shareholders and why the Board unanimously recommends that Shareholders vote in favour of all the Resolutions. I would ask that you pay particular attention to the explanation of why your vote is so important and the consequences for the Company if the transaction Resolutions are not passed.

Conduct of the General Meeting

Set out below is some important information about the conduct of our General Meeting and how to vote. Unfortunately, due to ongoing COVID-19 restrictions Shareholders will not be permitted to attend the meeting in person but will be able listen to the meeting and ask questions ahead of time. Participation details and answers to Shareholder questions will be published on our website at www.astonmartinlagonda.com/investors/shareholder-information.

I would like to thank our Shareholders on behalf of the Board, and in anticipation, for your continued support of Aston Martin.

Yours sincerely

Lawrence Stroll
Executive Chairman
Aston Martin Lagonda Global Holdings Plc

Registered in England and Wales
Registered Number: 11488166

IMPORTANT GENERAL MEETING AND VOTING INFORMATION

In light of the COVID-19 outbreak, the Board takes the wellbeing of the Company's employees and shareholders very seriously. The Government has introduced measures to deal with the coronavirus crisis which include guidance on social distancing and restrictions on nonessential travel and public gatherings, which affect the manner in which the General Meeting can be conducted. The Board regrets that to ensure the safety of shareholders, shareholders are not permitted to attend the General Meeting in person. Any person attempting to attend the General Meeting in person will be refused admission. In order to comply with relevant legal requirements, the General Meeting will be convened with the minimum necessary quorum. This will be facilitated by the Company. The Board therefore strongly encourages shareholders to vote on all resolutions in advance of the General Meeting by completing their Form of Proxy or appointing a proxy electronically if they hold their shares directly, or by submitting an electronic voting instruction using the information supplied in the Voting Instruction Form if they are a participant in the AML Nominee Service.

Shareholders should appoint the Chair of the General Meeting (and not any named individual) to act as their proxy, otherwise their votes will be incapable of being cast. The Board will continue to keep Government guidance under review and may, if necessary, make further changes to the arrangements for the General Meeting, including how it is conducted. Further announcements and information will be provided as required and shareholders should continue to monitor the Company's website at www.astonmartinlagonda.com/investors/shareholder-information and announcements for any updates in relation to the General Meeting arrangements that may need to be provided.

You may appoint a proxy electronically through the website of the Company's registrar, Equiniti, at www.sharevote.co.uk. Please remember that, to be valid, the appointment of a proxy must be received by the registrar no later than 9.30 a.m. on Wednesday 2 December 2020.

If you have any questions concerning this letter, please contact Equiniti on 0330 123 0041 (UK callers), +44 330 123 0041¹ (non-UK callers).

Please note that this letter provides information on where you can find the Prospectus and Notice of General Meeting. It is not a summary of those documents and cannot be regarded as a substitute for reading them.

If you would like to start receiving electronic copies of shareholder communications instead of hard copies, or you wish to amend your personal details including your email address, you can do so by signing up to Equiniti's Shareview service. To sign up for this service, please visit www.shareview.co.uk and click on 'Register' under the 'Portfolio' section.

¹ For those with hearing difficulties, a textphone is available on 0371 384 2255 for UK callers with compatible equipment. Lines are open from 8.30am to 5.30pm Monday to Friday (excluding public holidays in England and Wales).