

21 July 2014

Dear Shareholder

Notice of Annual General Meeting

I am pleased to invite you to the Annual General Meeting ("AGM") of International Greetings plc (the "Company") to be held on Monday 15 September 2014 at 10.15 a.m. at Anker International, Howard House, Howard Way, Interchange Park, Newport Pagnell MK16 9PX United Kingdom. The formal notice of AGM is enclosed, which sets out the business to be considered at the meeting.

Each resolution at the AGM will be proposed and voted on separately and there will be an opportunity during the meeting to ask questions of your Directors on the issues involved. Explanatory notes on the resolutions are attached.

Your Directors believe that the proposed resolutions are in the best interests of the Company and its shareholders as a whole and unanimously recommend that you vote in favour of each of the proposed resolutions.

You are entitled to appoint another person as your proxy to exercise all or any of your rights to attend and to speak and vote at the meeting. You may appoint more than one proxy in relation to the meeting, provided that each proxy is appointed to exercise the rights attached to a different share or shares held by you. A proxy does not need to be a shareholder of the Company. If you wish to appoint a proxy please use the enclosed Form of Proxy.

Whether or not you propose to be at the AGM, you are asked to complete and return the enclosed form of proxy as soon as possible, but in any event so as to be received by our registrars Capita Asset Services at PXS 1, 34 Beckenham Road, Beckenham BR3 4ZF no later than 10.15 a.m. on Thursday 11 September 2014.

I look forward to meeting you at the AGM.

Yours sincerely

A handwritten signature in black ink, appearing to read 'Anthony Lawrinson', with a long horizontal flourish extending to the right.

Anthony Lawrinson
Company Secretary