

20 April 2021

Dear Shareholder

NEXT plc (the "Company")
Annual Report and Accounts including Notice of Annual General Meeting
Notification of Availability on Website

Documents available on website

The Annual Report and Accounts of the Company for the period ended 30 January 2021 (the "Documents") are now available on the Company's website www.nextplc.co.uk.

You can find the Documents, which incorporate the Notice of the Company's Annual General Meeting (the "Notice of AGM") in either of the following two places:

- (i) Go to "investors", then click on "shareholder information", then on "company meetings" or directly via the link: www.nextplc.co.uk/investors/shareholder-information/company-meetings; or
- (ii) Go to "investors", then click on "shareholder information", then on "electronic communications" or directly via the link: www.nextplc.co.uk/investors/shareholder-information/electronic-communications

AGM

The ongoing Government restrictions on mass gatherings, non-essential travel and social contact in relation to COVID are likely to impact the ability of shareholders to attend the AGM. Based on current restrictions, the Board has concluded that it is appropriate to strongly urge shareholders not to attend the AGM in person this year. Shareholders are instead requested to make use of the electronic facilities to participate and vote remotely.

Shareholders can access the AGM by visiting <https://web.lumiagm.com>. For further information on how to join electronically, please see the guidance included in Appendix 2 of the Notice of AGM. A step by step user guide is set out on page 228 of the Annual Report and Accounts.

Shareholders may submit questions in advance on resolutions to be put to the AGM by emailing investors@next.co.uk. Questions submitted by the close of business on 19 May 2021 will be answered at the meeting as appropriate. Shareholders will also have the opportunity to submit questions through the Lumi platform during the AGM.

The health and safety of our colleagues and shareholders is very important to us. For any shareholder choosing to attend in person against our recommendation, strict health and safety measures will be enforced and will include temperature checks prior to admission and face coverings to be worn at all times. It will not be possible to provide refreshments.

As a precautionary measure, only a limited number of the Board will be in attendance at the AGM to reduce the risk of all Board members being present in the same room at the same time. Directors will be unable to informally converse with shareholders before or after the meeting due to social distancing measures.

Voting

If you will not be participating in the meeting electronically, or wish to vote in advance of the meeting, details on how to submit your proxy vote by post, online or through CREST are set out in the Notice of AGM.

You may register the appointment of a proxy or proxies for the AGM and vote electronically by logging onto your Shareview portfolio at www.shareview.co.uk and entering your portfolio identification particulars and clicking on the link to vote. The onscreen instructions give details of how to complete the appointment process. You are reminded that, to be valid, the appointment of a proxy or proxies must be received by our Registrar no later than 9.30 am on 18 May 2021.

This letter is not a summary of the Documents or of any proposals to be put to the AGM and should not be regarded as a substitute for reading the Documents. The Documents should be read before taking a decision.

Discount Vouchers

The Company offers discount vouchers to any first named, registered shareholder holding 100 or more ordinary shares as at 1 April 2021. If you qualify for a discount voucher this is enclosed. The voucher entitles the recipient or their immediate family to a 25% discount against most purchases at any one time of full price NEXT merchandise in our retail stores. There is no limit on the value of goods that can be purchased at that time. Please ensure that you use the discount voucher before 31 October 2021 when it will expire.

Yours faithfully,



S L Anderson
Company Secretary