

Annual General Meeting

Formal notice of the twenty-fifth Annual General Meeting of The Sage Group plc to be held on Friday 1 March 2013 is set out in this document. A Form of Proxy is enclosed for members who wish to use one. It should be returned so as to be with the Company's registrars no later than 10.00am on 27 February 2013. Shareholders with internet access may register their voting instructions online for the forthcoming Annual General Meeting. They may register their vote electronically by going to www.sharevote.co.uk. They will be required to key in the three security numbers printed on the Form of Proxy to access the voting site. CREST members may appoint their proxy or proxies electronically via Equiniti (ID RA19).

This notice is important and requires your immediate attention. If you are in any doubt about the action you should take, you should immediately consult your stockbroker, bank manager, solicitor, accountant or other independent financial adviser duly authorised under the Financial Services and Markets Act 2000.

If you have sold or otherwise transferred all of your ordinary shares, please send this document, together with the accompanying Form of Proxy, as soon as possible to the purchaser or transferee, or to the stockbroker, bank or other agent through whom the sale or transfer was effected, for delivery to the purchaser or transferee.

2013 Notice of Meeting

The Sage logo, consisting of the word "sage" in a lowercase, teal-colored, sans-serif font.

Notice of Meeting

Notice is hereby given that the twenty-fifth Annual General Meeting of The Sage Group plc will be held at North Park, Newcastle upon Tyne NE13 9AA at 10.00am on 1 March 2013 for the following purposes:

To consider and, if thought fit, to pass the following resolutions, of which resolutions 1 to 13 (inclusive) and 17 will be proposed as ordinary resolutions and resolutions 14 to 16 (inclusive) will be proposed as special resolutions:

- 1 To receive and consider the audited accounts for the year ended 30 September 2012 together with the reports of the directors and the auditors.
- 2 To declare a final dividend recommended by the directors of 6.67p per ordinary share for the year ended 30 September 2012 to be paid on 8 March 2013 to members whose names appear on the register at the close of business on 15 February 2013.
- 3 To elect Mr D H Brydon as a director.
- 4 To re-elect Mr G S Berruyer as a director.
- 5 To re-elect Mr P S Harrison as a director.
- 6 To re-elect Ms T Ingram as a director.
- 7 To re-elect Ms R Markland as a director.
- 8 To re-elect Mr I Mason as a director.
- 9 To re-elect Mr M E Rolfe as a director.
- 10 To re-appoint Messrs PricewaterhouseCoopers LLP as auditors to the Company.
- 11 To authorise the directors to determine the remuneration of the auditors to the Company.
- 12 To approve the Remuneration report for the year ended 30 September 2012.
- 13 That:
 - (a) the directors be authorised to allot shares in the Company or grant rights to subscribe for, or convert any security into, shares in the Company:
 - (i) in accordance with article 7 of the Company's articles of association, up to a maximum nominal amount of £4,008,667 (such amount to be reduced by the nominal amount of any equity securities (as defined in article 8 of the Company's articles of association) allotted under paragraph (ii) below in excess of £4,008,667), and
 - (ii) comprising equity securities (as defined in article 8 of the Company's articles of association) up to a maximum nominal amount of £8,017,334 (such amount to be reduced by any shares allotted or rights granted under paragraph (i) above) in connection with an offer by way of a rights issue (as defined in article 8 of the Company's articles of association);
 - (b) this authority shall expire at the conclusion of the next annual general meeting of the Company after the passing of this resolution, or, if earlier, at the close of business on 31 March 2014; and
 - (c) all previous unutilised authorities under section 551 of the Companies Act 2006 shall cease to have effect (save to the extent that the same are exercisable pursuant to section 551(7) of the Companies Act 2006 by reason of any offer or agreement made prior to the date of this resolution which would or might require shares to be allotted or rights to be granted on or after that date).

- 14 That:
 - (a) in accordance with article 8 of the Company's articles of association, the directors be given power to allot equity securities for cash;
 - (b) the power under paragraph (a) above (other than in connection with a rights issue, as defined in article 8 of the Company's articles of association) shall be limited to the allotment of equity securities having a nominal amount not exceeding in aggregate £601,902;
 - (c) this authority shall expire at the conclusion of the next annual general meeting of the Company after the passing of this resolution or, if earlier, at the close of business on 31 March 2014; and
 - (d) all previous unutilised authorities under sections 570 and 573 of the Companies Act 2006 shall cease to have effect.
- 15 That in accordance with the Companies Act 2006 the Company be and is hereby granted general and unconditional authority to make one or more market purchases (within the meaning of section 693 of the Companies Act 2006) of ordinary shares in the capital of the Company on such terms and in such manner as the directors shall determine PROVIDED THAT:
 - (a) The maximum number of ordinary shares which may be acquired pursuant to this authority is 120,380,408 ordinary shares in the capital of the Company;
 - (b) The minimum price which may be paid for each such ordinary share is its nominal value and the maximum price is the higher of 105% of 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 before the purchase is made and the amount stipulated by article 5(1) of the Buy-back and Stabilisation Regulation 2003 (in each case exclusive of expenses);
 - (c) This authority shall expire at the conclusion of the next annual general meeting of the Company, or, if earlier, at close of business on 31 March 2014 unless renewed before that time; and
 - (d) The Company may make a contract or contracts to purchase ordinary shares under this authority before its expiry which will be or may be executed wholly or partly after expiry of this authority and may make a purchase of ordinary shares in pursuance of such contract.
- 16 That a general meeting (other than an annual general meeting) may be called on not less than 14 clear days' notice.
- 17 That the limit on directors' fees set out in Article 58 of the Company's articles of association be and is hereby amended by ordinary resolution of the Company, as provided for in the terms of the said Article 58, from £750,000 to £1,000,000 per annum.

By Order of the Board

M J Robinson
Secretary
Registered office:
North Park, Newcastle upon Tyne NE13 9AA

11 January 2013

Explanatory notes

Resolution 1 is to receive and consider the audited accounts for the year ended 30 September 2012 together with the reports of the directors and auditors. The directors are required to present to the meeting the accounts together with these reports which are contained in the Annual Report 2012.

Resolution 2 recommends a final dividend of 6.67p per ordinary share be declared. The final dividend declared cannot exceed the amount recommended by the directors. The proposed final dividend, which will be payable on 8 March 2013 to holders of ordinary shares registered at the close of business on 15 February 2013, will bring the total dividend for the year to 10.15p per share. Last year the total dividend was 9.75p per share.

Resolutions 3 to 9 relate to the election and re-election of directors to the Board. In accordance with the recommendations of the UK Corporate Governance Code, all directors retire at the Annual General Meeting and those wishing to serve again submit themselves for re-election by the shareholders.

Mr D H Brydon has a contract for services with the Company for a fixed period of five years from 6 July 2012, terminable within that period by 12 months' notice from the Company or from him.

Mr G S Berruyer has a service contract with the Company, terminable on 12 months' notice from the Company or from him.

Mr P S Harrison has a service contract with the Company, terminable on 12 months' notice from the Company or from him.

Ms T Ingram has a contract for services with the Company for a fixed term of three years from 21 December 2010, terminable within that period by six months' notice from the Company and one month's notice from her.

Ms R Markland has a contract for services with the Company for a fixed term of three years from 13 September 2012, terminable within that period by six months' notice from the Company and one month's notice from her.

Mr I Mason has a contract for services with the Company for a fixed term of three years from 1 November 2010, terminable within that period by six months' notice from the Company and one month's notice from him.

Mr M Rolfe has a contract for services with the Company for a fixed term of three years from 1 December 2010, terminable within that period by six months' notice from the Company and one month's notice from him.

Resolution 3 relates to the election of Mr D H Brydon. Mr Brydon joined the Board in July 2012 and succeeded Tony Hobson as Chairman on 1 September 2012. On appointment Mr Brydon met the independence criteria set out in the UK Corporate Governance Code. He is Chairman of the Royal Mail Group and Smiths Group plc. Mr Brydon had a 20-year career with Barclays Group, during which time he was Chairman and Chief Executive of BZW Investment Management and acting Chief Executive of BZW, followed by 15 years with the AXA Group, including holding the posts of Chairman and Chief Executive of AXA Investment Managers and Chairman of AXA Framlington. He has also recently been Chairman of the London Metal Exchange, Amersham plc, Taylor Nelson Sofres plc and the ifs School of Finance and a Director of Allied Domecq plc and Scottish Power plc. He is a past Chairman of EveryChild.

Resolution 4 relates to the re-election of Mr G S Berruyer. Mr Berruyer joined Sage in 1997 to run the French business and was appointed to the Board in January 2000. He was CEO of Mainland Europe and Asia before becoming Group Chief Executive in October 2010.

Resolution 5 relates to the re-election of Mr P S Harrison. A chartered accountant, Mr Harrison joined the Company from Price Waterhouse, where he was a senior manager responsible for the provision of audit and advisory services to larger private and public companies, to become Group Financial Controller in 1997. He joined the Board as Group Finance Director in April 2000. In May 2007 he was appointed to the Board of Hays plc and is now its Senior Independent Director.

Resolution 6 relates to the re-election of Ms T Ingram. Ms Ingram joined the Board in December 2004 as a non-executive director. She is responsible for WPP plc's Procter & Gamble business worldwide. She is also Executive Vice President, Executive Managing Director, Grey Global and sits on the Development Board for the Almeida Theatre. Ms Ingram first joined the Board in December 2004. The Board continues to regard Ms Ingram as an independent non-executive director, being independent in both character and judgement. Ms Ingram continues to demonstrate her independence in her contribution to the Board.

Resolution 7 relates to the re-election of Ms R Markland who joined the Board in September 2006 as a non-executive director. She is also a non-executive director of Standard Chartered plc, Chairman of the Board of Trustees of WRVS and a member of the Supervisory Board of Arcadis NV. She was formerly Managing Partner, Asia for the international law firm, Freshfields Bruckhaus Deringer. She is also Chairman of the Remuneration Committee of the Board and its Senior Independent Non-Executive Director.

Resolution 8 relates to the re-election of Mr I Mason. Mr Mason joined the Board in November 2007 as a non-executive director. He has extensive knowledge of technology industries as Chief Executive of Electrocomponents plc, the listed distributor of components to development and maintenance engineers in all types of business around the world. He holds an MBA from Insead.

Resolution 9 relates to the re-election of Mr M E Rolfe. Mr Rolfe joined the Board as a non-executive director in December 2007. A fellow of the Institute of Chartered Accountants, Mr Rolfe has recent and relevant financial experience having been finance director of Gallaher Group plc from 2000 to his retirement in December 2007 and brings to the Board significant financial experience in a large multi-national and expanding business. He is also non-executive director of Hornby plc, Barratt Developments plc and Debenhams plc. He is also Chairman of the Audit Committee of the Board.

Further biographical details of all directors are set out on page 51 of the Annual Report 2012.

The Nomination Committee, which is the Committee of the Board which considers the balance of the Board and the mix of skills, knowledge and experience of its members, has considered and approved the election of Mr Brydon and the re-election of Messrs Berruyer, Harrison, Mason and Rolfe and Ms Ingram and Ms Markland. All the proposed appointees have been subject to a formal evaluation procedure in the last 12 months other than Mr Brydon who joined the Board in July 2012. Following that procedure the Chairman confirms the continuing commitment and effective contribution of Messrs Berruyer, Harrison, Mason and Rolfe and Ms Ingram and Ms Markland to their roles and recommends their re-election. Ms Markland, the Senior Independent Director, also confirms the continuing commitment and effective contribution to his role of Mr Brydon. The Board believes that Mr Brydon's knowledge and experience will benefit the Board and the Company.

Resolutions 10 and 11 relate to the re-appointment of the auditors and determination of their remuneration. PricewaterhouseCoopers LLP have indicated their willingness to continue in office. Further details of the external audit are set out on page 56 of the Annual Report 2012.

Resolution 12 is to approve the Remuneration report on pages 64 to 73 of the Annual Report 2012.

Section 439 of the Companies Act 2006 requires that a Remuneration report is put to a vote of shareholders at the Annual General Meeting. This vote is advisory and the directors' entitlement to receive remuneration is not conditional on it.

Resolutions 13 and 14 will be proposed to enable the directors to renew their existing powers to allot ordinary shares in the capital of the Company without the prior consent of shareholders for a period expiring at the conclusion of the next Annual General Meeting of the Company or, if earlier, at the close of business on 31 March 2014.

Paragraph (a)(i) of resolution 13 will allow the directors to allot ordinary shares up to an aggregate maximum nominal amount of £4,008,667 (representing 33.3% of the nominal value of the Company's issued share capital, excluding shares held in treasury, on 3 January 2013, the latest practicable date prior to the publication of this document). In accordance with the latest institutional guidelines issued by the Association of British Insurers ("ABI"), paragraph (a)(ii) of resolution 13 will allow directors to allot, including the ordinary shares referred to in paragraph (a)(i) of resolution 13, further of the Company's ordinary shares in connection with a pre-emptive offer by way of a rights issue to ordinary shareholders up to a maximum nominal amount of £8,017,334 (representing approximately 66.6% of the Company's existing issued share capital, excluding shares held in treasury, on 3 January 2013, the latest practicable date prior to the publication of this document). The directors have no present intention of exercising this authority. However, if they do exercise the authority, the directors intend to follow best practice as regards its use as recommended by the ABI.

As at 3 January 2013, the latest practicable date prior to the publication of this document, the Company holds 126,025,800 shares in treasury, which represents approximately 9.48% of the total ordinary share capital in issue.

Resolution 14 will allow the directors to allot equity securities for cash without first being required to offer such shares to existing shareholders. If approved, the resolution will authorise the directors to issue shares in connection with a rights issue or other pre-emptive offer and otherwise to issue shares for cash up to an aggregate maximum nominal amount of £601,902 (representing approximately 5% of the issued ordinary share capital of the Company, excluding shares held in treasury, on 3 January 2013, the latest practicable date prior to the publication of this document), which includes the sale on a non-pre-emptive basis of any shares the Company holds in treasury for cash. The directors do not have any present intention of exercising this authority and do not intend to issue more than 7.5% of the issued share capital of the Company on a non-pre-emptive basis in any rolling three-year period without prior consultation with the relevant investor groups.

Resolution 15 set out in the Notice of Meeting will be proposed to continue to enable the Company to purchase its own shares in accordance with the Companies Act 2006 on such terms and in such manner as the directors determine, subject to the following:

- The price which may be paid for each ordinary share will not be less than the nominal value of the share and will not exceed the higher of 5% above the average of the middle market quotations for prices of the ordinary shares of the Company (as derived from the London Stock Exchange Daily Official List) for the five business days before the purchase is made and the amount stipulated by Article 5(1) of the Buy-back and Stabilisation Regulation 2003, in each case exclusive of any expenses payable by the Company;
- The maximum aggregate number of shares that may be purchased pursuant to this authority shall be limited to 120,380,408 shares which is equivalent to approximately 10% of the Company's issued share capital, excluding shares held as treasury, as at 3 January 2013, the latest practicable date prior to publication of this document;
- The authority will remain in force until the conclusion of the next annual general meeting of the Company but will terminate on 31 March 2014 if the Annual General Meeting has not been held by that date.

The Company may agree before the authority terminates to purchase ordinary shares where the purchase will or may be executed after the authority terminates (either in whole or in part). The Company may complete such a purchase even though the authority has ended.

The power given by the resolution will only be exercised if the directors are satisfied that any purchase will increase the earnings per share of the ordinary share capital in issue after the purchase and, accordingly, that the purchase is in the interests of shareholders. The directors will also give careful consideration to gearing levels of the Company and its general financial position. The purchase price would be paid out of distributable profits.

A listed company may hold shares in treasury, as an alternative to cancelling them, following a purchase of own shares by the Company in accordance with the Companies Act 2006. Shares held in treasury in this manner will be available for resale by the Company or may be transferred for the purpose of or pursuant to an employees' share scheme. Accordingly, if the directors exercise the authority conferred by resolution 15, the Company will have the option of holding those shares in treasury, rather than cancelling them. Your Board will have regard to any guidelines published by any of the investor groups in force at the time of any such purchase, holding or resale of treasury shares.

In the period from 1 October 2012 to 3 January 2013, the Company purchased 25,397,424 of its shares in accordance with the authority given by shareholders at the 2012 Annual General Meeting. The Company currently holds these shares in treasury and may use them to satisfy requirements under certain of its employee share plans, as authorised by shareholders.

The total number of options to subscribe for ordinary shares and awards to be satisfied by newly issued ordinary shares under other long-term incentive plans of the Group that were outstanding at 3 January 2013 (being the latest practicable date prior to the publication of this document) was 28,393,733. The proportion of issued share capital, excluding shares held in treasury, that they represented at that time was 2.36% and the proportion of issued share capital that they will represent if the full authority to purchase shares, existing and being sought, is used is 2.69%.

Resolution 16 will be proposed to allow the Company to call general meetings (other than an Annual General Meeting) on 14 clear days' notice. A resolution in the same terms was passed at the Annual General Meeting in 2012. The notice period required by the Companies Act 2006 for general meetings of the Company is 21 days unless shareholders approve a shorter notice period, which cannot however be less than 14 clear days. Annual General Meetings must always be held on at least 21 clear days' notice. It is intended that the flexibility offered by this resolution will only be used for time-sensitive, non-routine business and where merited in the interests of shareholders as a whole. The approval will be effective until the Company's next annual general meeting, when it is intended that a similar resolution will be proposed. In order to be able to call a general meeting on less than 21 clear days' notice, the Company must make a means of electronic voting available to all shareholders for that meeting.

Resolution 17 will be proposed as an ordinary resolution to allow the Company to pay aggregate fees to directors (other than those directors of the Company holding executive office) of up to £1,000,000 per annum in aggregate. The articles currently limit the payments to £750,000 in aggregate per annum. Whilst there are no current intentions to increase the number of non-executive directors on the Board, the increase in the limit on fees will ensure that there is adequate headroom for further appointments to the Board if those appointments would be in the best interests of the Company. The policy on non-executive director fees and current details of these fees is set out on page 68 of the Remuneration report in the Annual Report 2012.

Recommendation

The directors believe that the proposals in resolutions 1 to 17 are in the best interests of shareholders as a whole and, accordingly, they unanimously recommend that you vote in favour of all the resolutions.

By Order of the Board

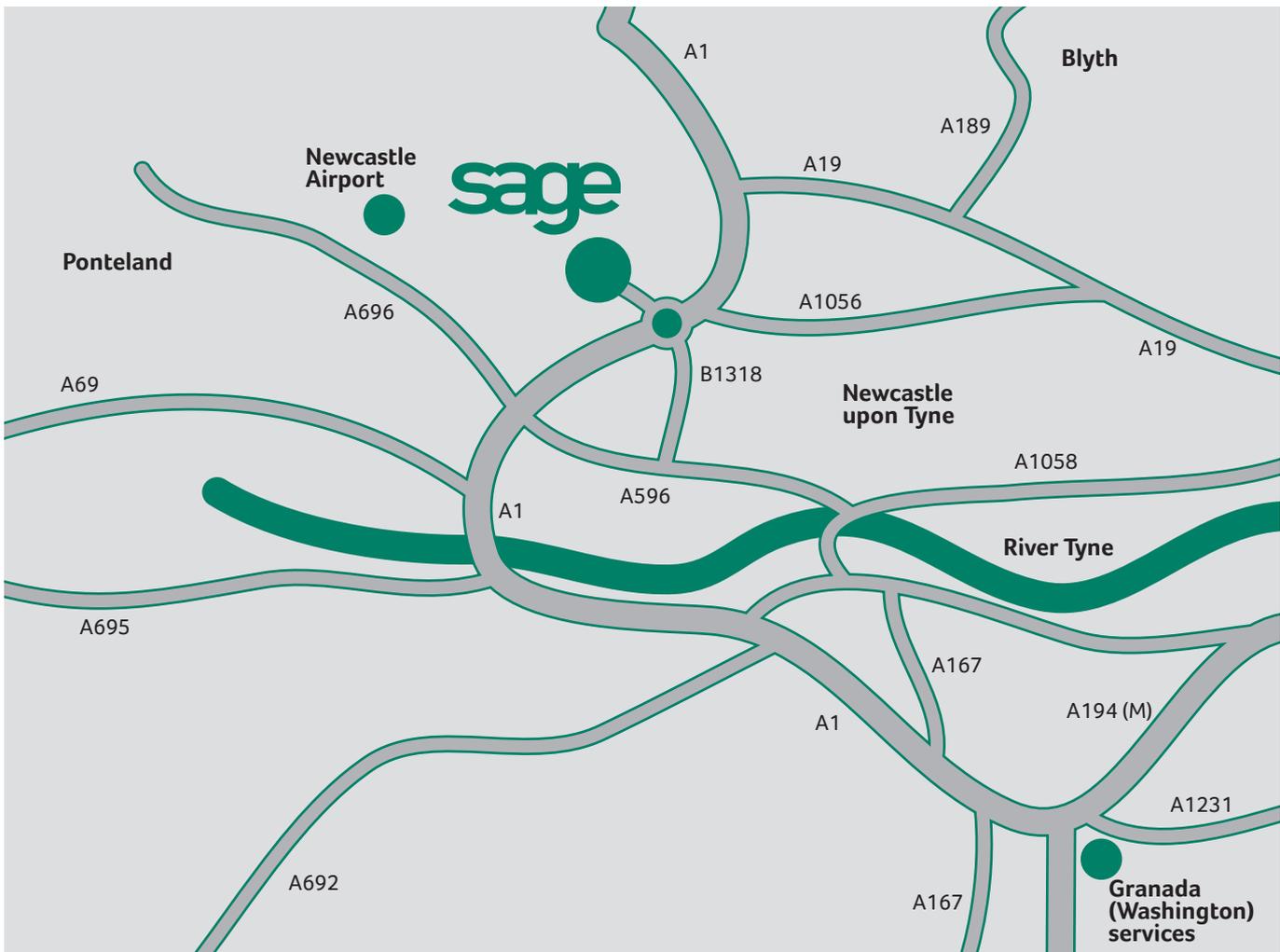
M J Robinson
Secretary

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- (i) A member entitled to attend and to speak and vote at the meeting may appoint one or more proxies to attend and to speak and vote instead of him/her. A proxy need not also be a member. You may appoint more than one proxy provided that each proxy is appointed to exercise rights attaching to different shares. If you wish your proxy to speak on your behalf at the Annual General Meeting you will need to appoint your own choice of proxy (not the Chairman) and give your instructions directly to them.
- (ii) To be valid, a Form of Proxy and any power of attorney or other authority (if any) under which it is signed (or a duly certified copy thereof) must be lodged with the Company's Registrars, Equiniti, Aspect House, Spencer Road, Lancing BN99 6DA no later than 10.00am on 27 February 2013. The completion and return of a Form of Proxy will not prevent a member who wishes to do so from attending and voting in person. A Form of Proxy which may be used to make such appointment and give proxy instructions accompanies this notice. As an alternative to completing a hard copy Form of Proxy, a member can appoint a proxy electronically by visiting www.sharevote.co.uk. For security purposes, you will need to provide your voting ID, task ID and shareholder reference number (which are shown under your name on the Form of Proxy). Full instructions are given on the website. The proxy appointment and instructions should reach the Company's Registrars not later than 10.00am on 27 February 2013. CREST members may appoint a proxy through the CREST electronic proxy appointment service (please see note (xv) below).
- (iii) If you do not have a Form of Proxy and believe you should have one, or if you require additional forms, please contact the Company's registrars, Equiniti, on 0871 384 2859, calls to this number cost 8p per minute from a BT landline, other providers' costs may vary. Non-UK callers should dial +44(0) 121 415 7047. Lines are open 8.30am to 5.30pm, Monday to Friday.
- (iv) Any corporation that is a member can appoint one or more corporate representatives who may exercise on its behalf all of the same powers as the corporation could exercise if it were an individual member provided that they do not do so in relation to the same shares.
- (v) Copies of the service contracts and terms of appointment of the directors are available for inspection at North Park, Newcastle upon Tyne, NE13 9AA during normal business hours on any weekday (public holidays excepted) and will be available at the Annual General Meeting (for at least 15 minutes prior to and during the meeting).
- (vi) Only those members registered in the register of members of the Company as at 6.00pm on 27 February 2013 or, in the event that this meeting is adjourned, in the register of members as at 6.00pm on the day two days before the time of any adjourned meeting shall be entitled to attend or vote at the meeting in respect of the number of shares registered in their name at that time. Changes to entries in the register of members after 6.00pm on 27 February 2013 or, in the event that this meeting is adjourned, in the register of members after 6.00pm on the day two days before the time of any adjourned meeting shall be disregarded in determining the rights of any person to attend or vote at the meeting.
- (vii) If you return paper and electronic proxy instructions, those received last by the Registrar before the latest time for receipt of proxies will take precedence. You are advised to read the website terms and conditions of use carefully. Electronic communication facilities are available to all shareholders and those who use them will not be disadvantaged.
- (viii) Any person to whom this notice is sent who is a person nominated under section 146 of the Companies Act 2006 to enjoy information rights (a "Nominated Person") may, under an agreement between him/her and the shareholder by whom he/she was nominated (the "Relevant Member"), have a right to be appointed (or to have someone else appointed) as a proxy for the Annual General Meeting. If a Nominated Person has no such proxy appointment right or does not wish to exercise it, he/she may, under any such agreement, have a right to give instructions to the Relevant Member as to the exercise of voting rights. Your main point of contact in terms of your investment in the Company remains the Relevant Member (or, perhaps, your custodian or broker) and you should continue to contact them (and not the Company) regarding any changes or queries relating to your personal details and your interest in the Company (including any administrative matters). The only exception to this is where the Company expressly requests a response from you.
- (ix) The statement of the rights of shareholders in relation to the appointment of proxies in notes (i), (ii) and (iii) above does not apply to Nominated Persons. The rights described in these paragraphs can only be exercised by shareholders of the Company.
- (x) As at 3 January 2013 (being the last practicable date prior to the publication of this document) the Company's issued share capital consists of 1,329,829,880 ordinary shares, carrying one vote each, of which 126,025,800 are held in treasury. Therefore, the total exercisable voting rights in the Company as at 3 January 2013 are 1,203,804,080.
- (xi) It is possible that, pursuant to requests made by members of the Company under section 527 of the Companies Act 2006, the Company may be required to publish on its website a statement setting out any matter relating to the audit of the Company's accounts (including the auditor's report and the conduct of the audit) that are to be laid before the Annual General Meeting. The Company may not require the members requesting such website publication to pay its expenses in complying with section 527 or 528 of the Companies Act 2006 and it must forward the statement to the Company's auditors not later than the time when it makes the statement available on the website. The business which may be dealt with at the Annual General Meeting includes any statement that the Company has been required under section 527 of the Companies Act 2006 to publish on its website.
- (xii) A member attending the meeting has the right to ask questions relating to the business being dealt with at the meeting in accordance with section 319A of the Companies Act 2006. The Company must cause to be answered any such question relating to the business being dealt with at the meeting but no such answer need be given if (a) to do so would interfere unduly with the preparation for the meeting or involve the disclosure of confidential information, (b) the answer has already been given on a website in the form of an answer to a question, or (c) it is undesirable in the interests of the Company or the good order of the meeting that the question be answered.
- (xiii) In accordance with section 311A of the Companies Act 2006, the contents of this notice, details of the total number of shares in respect of which members are entitled to exercise voting rights at the Annual General Meeting, the total voting rights members are entitled to exercise at the Annual General Meeting and, if applicable, any members' statements, members' resolutions or members' matters of business received by the Company after the date of this notice can be found at www.sage.com.

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- (xiv) Under section 338 and section 338A of the Companies Act 2006, members meeting the threshold requirements in those sections have the right to require the Company (i) to give, to members of the Company entitled to receive notice of the meeting, notice of a resolution which may properly be moved and is intended to be moved at the meeting; and/or (ii) to include in the business to be dealt with at the meeting any matter (other than a proposed resolution) which may be properly included in the business. A resolution may properly be moved or a matter may properly be included in the business unless (a) (in the case of a resolution only) it would, if passed, be ineffective (whether by reason of inconsistency with any enactment or the Company's constitution or otherwise), (b) it is defamatory of any person, or (c) it is frivolous or vexatious. Such a request may be in hard copy form or in electronic form, must identify the resolution of which notice is to be given or the matter to be included in the business, must be authorised by the person or persons making it, must be received by the Company not later than 17 January 2013, being the date six clear weeks before the meeting, and (in the case of a matter to be included on the business only) must be accompanied by a statement setting out the grounds for the request.
- (xv) CREST members who wish to appoint a proxy or proxies through the CREST electronic proxy appointment service may do so for the Annual General Meeting and any adjournment(s) of that meeting by using the procedures described in the CREST Manual, which is available at www.euroclear.com/CREST. CREST Personal Members or other CREST sponsored members, and those CREST members who have appointed a voting service provider(s), should refer to their CREST sponsor or voting service provider(s), who will be able to take the appropriate action on their behalf. In order for a proxy appointment or instruction made using the CREST service to be valid, the appropriate CREST message (a "CREST Proxy Instruction") must be properly authenticated in accordance with Euroclear UK & Ireland Limited's ("EUI") specifications and must contain the information required for such instructions, as described in the CREST Manual. The message, regardless of whether it constitutes the appointment of a proxy or an amendment to the instruction given to a previously appointed proxy must, in order to be valid, be transmitted so as to be received by the issuer's agent (ID RA19) by the latest time(s) for receipt of proxy appointments specified in note (ii) above. For this purpose, the time of receipt will be taken to be the time (as determined by the timestamp applied to the message by the CREST Applications Host) from which the issuer's agent is able to retrieve the message by enquiry to CREST in the manner prescribed by CREST. After this time any change of instructions to proxies appointed through CREST should be communicated to the appointee through other means. CREST members and, where applicable, their CREST sponsors or voting service providers should note that EUI does not make available special procedures in CREST for any particular messages. Normal system timings and limitations will therefore apply in relation to the input of CREST Proxy Instructions. It is the responsibility of the CREST member concerned to take (or, if the CREST member is a CREST personal member or sponsored member or has appointed a voting service provider(s), to procure that his/her CREST sponsor or voting service provider(s) take(s)) such action as shall be necessary to ensure that a message is transmitted by means of the CREST system by any particular time. In this connection, CREST members and, where applicable, their CREST sponsors or voting service providers are referred, in particular, to those sections of the CREST Manual concerning practical limitations of the CREST system and timings. The Company may treat as invalid a CREST Proxy Instruction in the circumstances set out in Regulation 35(5)(a) of the Uncertificated Securities Regulations 2001.
- (xvi) Except as provided above, members who have general queries about the Annual General Meeting should use the following means of communication (no other methods of communication will be accepted): calling our shareholder helpline on 0871 384 2859, calls to this number cost 8p per minute from a BT landline, other providers' costs may vary. Non UK callers should dial +44(0) 121 415 7047. Lines are open 8.30am to 5.30pm, Monday to Friday; or writing to the Company's Registrars, Equiniti, Aspect House, Spencer Road, Lancing BN99 6DA. You may not use any electronic address provided either in this Notice or any related documents (including the Form of Proxy) to communicate with the Company for any purposes other than those expressly stated.
- (xvii) All resolutions will be put to vote on a poll. This will result in a more accurate reflection of the views of shareholders by ensuring that every vote is recognised, including the votes of all shareholders who are unable to attend the meeting but who appoint a proxy for the meeting. On a poll, each shareholder has one vote for every share held.

How to get to the Annual General Meeting

The twenty-fifth Annual General Meeting of The Sage Group plc will be held on Wednesday 1 March 2013 at 10:00.



The Sage Group plc
North Park
Newcastle upon Tyne
NE13 9AA
United Kingdom

www.sage.com