

BLUE DIAMONDS JEWELLERY WORLDWIDE PLC (PQ94)

Circular to the Shareholders

Dear Shareholders,

I. Virtual Annual General Meeting

This is to inform you that the Annual General Meeting (“AGM”) for year 2023 will be convened as a virtual meeting on 27th October 2023, emanating from the Boardroom of Blue Diamonds Jewellery Worldwide PLC., at No.49, Ring Road, Phase 1, I.P.Z., Katunayake, at 10.30 a.m.

1. The AGM shall be held in compliance with the principles set out in the Guidelines issued by the CSE for the hosting of virtual AGM and the legal advice obtained thereon.
2. Adequate arrangements will be made for shareholders who wish to participate in the AGM via the online meeting platform, with login information being forwarded to them well in advance of the meeting.

The login information is authorized only to use by shareholders or the proxy holders (in the case of individuals) and by authorized representatives (in the case of corporate shareholders). The Company shall not be responsible or liable for misuse and/or unauthorized use of the login information.

3. Shareholders who wish to participate at the AGM are requested to register their details with the Company Secretaries via the below link, before 4.00 pm, on 25th October 2023.

<https://www.bluediamondsplc.com/agm>

Note: It is compulsory for the shareholders to register with their first names and last names to receive the link to join the AGM. The same names should be used to log in to participate in the AGM.

4. Shareholders will be given the opportunity to raise any questions or make comments on the matters listed in the agenda of the Meeting. All individuals participating at the Meeting remotely through the online platform are required to first identify themselves before raising any questions or making comments as aforesaid. The shareholders are encouraged to send their questions in advance or use the chat option to post their questions.
5. Voting on the items on the agenda will be registered by using an online platform or a designated ancillary online application. Guidelines to follow when participating the virtual AGM will be emailed to the shareholders who register for the Meeting.
6. Shareholders are also reminded that they have a right to appoint a member of the Board to act as their proxy if they choose. Those shareholders who wish to appoint a director as his/her/its proxy must forward the duly completed Proxy Form clearly indicating their vote under each matter set

out in the Proxy Form to the Company Secretaries, so that their vote may be identified and recorded as if he/she/it were present at the Meeting.

7. Shareholders who are unable to participate at the Meeting via the designated online meeting platform are invited to forward their suggestions, questions and concerns relating to items on the agenda to WhatsApp number **0773647178** or email address agm2023@bluediamondsplc.com, on or before 23rd October 2023., in writing or by way of a pre-recorded audio/video clip. The questions could also be raised during office hours via the designated telephone number 011-4335000, before the above deadline. This is to enable the Management to compile the queries and forward same to the attention of the Board of Directors to ensure that they are discussed and addressed at the AGM, if relevant.
8. The shareholders who wish to make any suggestions, proposals or raise questions during the AGM too will be given opportunity to do so. For this purpose, the shareholders could use the 'chat' or 'raise hand' options on Zoom or directly communicate to the Board during the allocated time via Zoom.
9. If any comments, questions raised are not related to the items on the agenda the Board will not take such matters for discussion at the AGM but will be looked at favourably towards the progress of the Company.
10. The Company will proceed to hold the AGM on Friday, 27th October 2023. with the shareholders who wish to participate through the online platform irrespective of whether it is declared a public holiday or curfew is imposed on that day since the aforesaid measures will enable full participation at the meeting.
11. The Circular to the shareholders, notice of the meeting and the form of proxy will be made available on the Colombo Stock Exchange website (www.cse.lk) and the Company's official website (www.bluediamondsplc.com). For any queries relating to this circular, please contact our officials via email agm2023@bluediamondsplc.com or WhatsApp 94 773647178 during normal office hours.

The Board wishes to take this opportunity to thank the shareholders of the Company for their unwavering co-operation at all times.

By order of the Board,

Sgd.

Janashakthi Corporate Services Limited

Secretaries

5th October 2023.