

6 June 2017



Serko Limited – 2017 Annual Report

Dear Serko Shareholder

Serko has produced its annual report for the financial year ended 31 March 2017. As you may be aware, companies may make their annual and half-year reports available by electronic means, and only provide printed copies to investors who have elected to receive them in that form.

Being in the technology space, Serko has a strong preference for electronic annual reports. Not only are they more sustainable and cost-effective, they also provide an interactive platform through which Serko and its shareholders can communicate with each other.

Serko's annual report for the financial year ended 31 March 2017 will be available to shareholders online on Serko's website at www.serko.co.nz/investor-centre from 30 May 2017. The half-year report for the period ending 30 September 2017 will be available online on the same website before the end of December 2017. Serko has decided not to take up the option of producing a concise annual report.

Even though Serko's reports will be available online, we recognise that some people have a preference for a printed copy. If you wish to receive a printed copy of Serko's annual and half-year reports (free of charge) you can make a request to Serko's share registry, Link Market Services. Your request can be made in any of the following ways, within 15 business days of receiving this form:

- Request the annual report online through the Link Market Services Investor Centre at <https://investorcentre.linkmarketservices.co.nz> by electing 'communication preferences' from the menu. You will need to provide your CSN/Holder number and FIN for secure access to your holding.
- Mail your completed form to Link Market Services using the reply-paid envelope supplied (if received by post). If you mail this form from outside New Zealand please affix the necessary postage.
- Fax your completed form to +64 (9) 375 5990.
- Scan and email your completed form to operations@linkmarketservices.com "Serko Annual Report" in the subject line for easy identification).

If you make this request, we are obliged to send you a printed copy of the annual report and half-year report each year until you request us not to.

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I would like to receive a printed copy of the annual and half-year reports

Please mark this box with a "V" if you wish to receive a printed copy of Serko's annual and half-year reports (when available). Should you wish to change your election you need to advise the registry in writing.

If you have received this notice by mail, you can now elect to receive your future Serko investor communications by email, by providing the registry with your email address in the space provided below.

In future, please communicate to me by email at the following email address:

Yours sincerely

Simon Botherway
Chairman