

THIS LETTER IS IMPORTANT AND REQUIRES YOUR IMMEDIATE ATTENTION. If you are in any doubt as to the action you should take, you should consult your stockbroker, bank manager, solicitor, accountant or other independent professional adviser authorised under the Financial Services and Markets Act 2000 immediately. If you have sold or transferred all your shares in Assura Group Limited, please forward this letter to the purchaser or to the stockbroker or agent through whom you made the sale or transfer for transmission to the purchaser or transferee. However, this letter should not be sent to any jurisdiction where to do so might constitute a violation of local securities laws or regulations.

20 May 2013

To holders of shares in Assura Group Limited and, for information only, participants in the Assura Group Limited share schemes

Dear Sir or Madam

Announcement regarding an unsolicited approach for Assura Group Limited (“Assura”)

On Friday, 17 May 2013 the Board of Assura released an announcement in relation to an unsolicited approach from MedicX Fund Limited regarding a possible all share offer for Assura.

In accordance with the City Code on Takeovers and Mergers (the “Code”), please see below a copy of that announcement.

I would draw your particular attention to the dealing disclosure requirements contained in the announcement.

“Announcement re unsolicited approach
RNS Number: 0435F
Assura Group Limited
17 May 2013

Assura Group Limited (“Assura” or the “Company”)

The Board of Assura announces that it has received an unsolicited approach from MedicX Fund Limited (“MedicX”) regarding a possible all share offer for the Company at an exchange ratio based upon 1 MedicX share for every 2.05 Assura shares. The MedicX proposal is conditional, inter alia, upon receipt of a Board recommendation.

As required by the City Code on Takeovers and Mergers (the “Code”), Assura confirms that this announcement is not being made with the agreement of MedicX.

At this stage, there can be no certainty that an offer will be made or as to the terms upon which any offer might be made.

In accordance with Rule 2.6(a) of the Code, MedicX is required, by not later than 5.00 pm on 14 June 2013, to either announce a firm intention to make an offer for Assura in accordance with Rule 2.7 of the Code or announce that it does not intend to make an offer, in which case the announcement will be treated as a statement to which Rule 2.8 of the Code applies. This deadline will only be extended with the consent of the Panel in accordance with Rule 2.6(c) of the Code.

A further announcement will be made as and when appropriate.

Enquiries:

Gordon Simpson, RLM Finsbury

020 7251 3801

Nigel Binks, Gleacher Shacklock
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020 7484 1150

Disclosure requirements of the Code

Under Rule 8.3(a) of the Code, any person who is interested in 1% or more of any class of relevant securities of an offeree company or of any paper offeror (being any offeror other than an offeror in respect of which it has been announced that its offer is, or is likely to be, solely in cash) must make an Opening Position Disclosure following the commencement of the offer period and, if later, following the announcement in which any paper offeror is first identified. An Opening Position Disclosure must contain details of the person's interests and short positions in, and rights to subscribe for, any relevant securities of each of (i) the offeree company and (ii) any paper offeror(s). An Opening Position Disclosure by a person to whom Rule 8.3(a) applies must be made by no later than 3.30 pm (London time) on the 10th business day following the commencement of the offer period and, if appropriate, by no later than 3.30 pm (London time) on the 10th business day following the announcement in which any paper offeror is first identified. Relevant persons who deal in the relevant securities of the offeree company or of a paper offeror prior to the deadline for making an Opening Position Disclosure must instead make a Dealing Disclosure.

Under Rule 8.3(b) of the Code, any person who is, or becomes, interested in 1% or more of any class of relevant securities of the offeree company or of any paper offeror must make a Dealing Disclosure if the person deals in any relevant securities of the offeree company or of any paper offeror. A Dealing Disclosure must contain details of the dealing concerned and of the person's interests and short positions in, and rights to subscribe for, any relevant securities of each of (i) the offeree company and (ii) any paper offeror, save to the extent that these details have previously been disclosed under Rule 8. A Dealing Disclosure by a person to whom Rule 8.3(b) applies must be made by no later than 3.30 pm (London time) on the business day following the date of the relevant dealing.

If two or more persons act together pursuant to an agreement or understanding, whether formal or informal, to acquire or control an interest in relevant securities of an offeree company or a paper offeror, they will be deemed to be a single person for the purpose of Rule 8.3.

Opening Position Disclosures must also be made by the offeree company and by any offeror and Dealing Disclosures must also be made by the offeree company, by any offeror and by any persons acting in concert with any of them (see Rules 8.1, 8.2 and 8.4).

Details of the offeree and offeror companies in respect of whose relevant securities Opening Position Disclosures and Dealing Disclosures must be made can be found in the Disclosure Table on the Takeover Panel's website at www.thetakeoverpanel.org.uk, including details of the number of relevant securities in issue, when the offer period commenced and when any offeror was first identified. You should contact the Panel's Market Surveillance Unit on +44 (0)20 7638 0129 if you are in any doubt as to whether you are required to make an Opening Position Disclosure or a Dealing Disclosure."

In accordance with Rule 2.10 of the Code, Assura confirms that, as at the close of business on 16 May 2013, its issued share capital comprised 529,548,924 ordinary shares of 10 pence each. The International Securities Number ("ISIN") for these securities is GB0033732602.

A copy of this announcement will be published on Assura's website: www.assuragroup.co.uk by no later than 12.00 noon (London time) on the day following the making of this announcement. For the avoidance of doubt, the contents of Assura's website are not incorporated into and do not form part of this announcement."

A copy of the above announcement and this letter are also available on Assura's website: www.assuragroup.co.uk

Yours faithfully,

A handwritten signature in black ink, appearing to read 'Simon Laffin', with a long horizontal stroke extending to the right.

Simon Laffin

Chairman

This letter is being sent in accordance with Rule 2.6 of the Code. The directors of Assura accept responsibility for the information contained in this letter. To the best of the knowledge and belief of the directors of Assura (who have taken all reasonable care to ensure such is the case) the information contained in this letter is in accordance with the facts and does not omit anything likely to affect the import of such information.

Gleacher Shacklock LLP ("Gleacher Shacklock"), which is authorised and regulated in the United Kingdom by the Financial Conduct Authority, is acting exclusively for Assura Group Limited ("Assura") and no one else in connection with the matters set out in this document, and will not be responsible to anyone other than Assura for providing the protections afforded to clients of Gleacher Shacklock or for providing advice in relation to matters set out in this document or any matters or arrangements referred to herein.