

THIS DOCUMENT IS IMPORTANT AND REQUIRES YOUR IMMEDIATE ATTENTION.

If you are in any doubt as to the action you should take, you should seek your own personal financial advice from your stockbroker, bank manager, solicitor, accountant or other independent professional adviser authorised under the Financial Services and Markets Act 2000.

If you have sold or otherwise transferred all of your shares in CVS Group plc ("**Company**"), please pass this document, together with the accompanying documents, 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 transmission to the purchaser or transferee.

CVS Group plc

Registered in England and Wales No. 06312831

CVS House
Vinces Road
Diss
Norfolk
IP22 4AY

11 November 2011

To ordinary shareholders

Dear Shareholder

Annual General Meeting to be held on 8 December 2011 at 11:00 am at The Cornwallis Country Hotel, Rectory Road, Brome, Eye, Suffolk IP23 8AJ

I am pleased to send you details of our 2011 annual general meeting ("**AGM**"), which will be held at The Cornwallis Country Hotel, Rectory Road, Brome, Eye, Suffolk IP23 8AJ on 8 December 2011 at 11:00 am. I hope that you will be able to attend.

The formal notice of the AGM ("**Notice**"), enclosed with this letter, sets out the business to be considered at the AGM.

This year, shareholders will be asked to approve 11 resolutions. Resolutions 1 to 9 are proposed as ordinary resolutions. This means that, for each of those resolutions to be passed, more than 50 per cent of the votes cast must be in favour of the resolution. Resolutions 10 and 11 are proposed as special resolutions. This means that, for each of those resolutions to be passed, at least 75 per cent of the votes cast must be in favour of the resolution.

For further guidance, you should refer to the explanatory notes on the resolutions which follow the Notice.

Recommendation

The directors consider that all the resolutions set out in the Notice are in the best interests of the Company and its shareholders as a whole. The directors will be voting in favour of them, and unanimously recommend that you do so as well.

Action to be taken

You will find enclosed a proxy form for use in respect of the AGM. As a member you are entitled to appoint one or more persons as proxies to exercise all or any of your rights to attend, speak and vote

at the AGM. A proxy need not be a member of the Company. You may appoint more than one proxy in relation to the meeting provided that each proxy is appointed to exercise the rights attached to a different share or shares held by you. To appoint more than one proxy, you will need to complete a separate proxy form in relation to each appointment. Additional proxy forms may be obtained by contacting the Company's registrar on 0870 707 1656 or you may photocopy the proxy form. You will need to state clearly on each proxy form the number of shares in relation to which the proxy is appointed. If you do not intend to attend the meeting in person, please complete and return this form indicating how you wish your votes to be cast on each of the resolutions. You will still be able to attend and vote at the meeting should you wish to do so.

To be effective, the proxy form must be completed in accordance with the instructions printed on it and returned as soon as possible but, in any event, so as to reach the Company's registrar, Computershare Investor Services PLC of The Pavilions, Bridgwater Road, Bristol BS99 6ZY, by no later than 11.00 am on 6 December 2011 (or, in the event that the meeting is adjourned, no later than 48 hours before the time of any adjourned meeting).

Yours sincerely

Richard Connell
Chairman
CVS Group plc

CVS GROUP PLC

NOTICE OF ANNUAL GENERAL MEETING

Notice is given that the 2011 annual general meeting of CVS Group plc ("**Company**") will be held at The Cornwallis County Hotel, Rectory Road, Brome, Eye, Suffolk, IP23 8AJ on 8 December 2011 at 11.00 am for the following purposes:

To consider and, if thought fit, to pass the following resolutions as ordinary resolutions:

1. To receive the Company's annual accounts and directors' and auditors' reports for the year ended 30 June 2011.
2. To reappoint PricewaterhouseCoopers LLP as auditors of the Company.
3. To authorise the directors to determine the remuneration of the auditors.
4. To declare a final dividend for the year ended 30 June 2011 of 1.0p per ordinary share in the capital of the Company, to be paid on 20 December 2011 to shareholders whose names appear on the register at the close of business on 16 December 2011.
5. To reappoint Richard Connell, who retires by rotation, as a director of the Company.
6. To reappoint Simon Innes, who retires by rotation, as a director of the Company.
7. To reappoint Paul Coxon, who retires by rotation, as a director of the Company.
8. To reappoint David Timmins, who retires by rotation, as a director of the Company.
9. That, pursuant to section 551 of the Companies Act 2006 ("**Act**"), the directors be and are generally and unconditionally authorised to exercise all powers of the Company to allot shares in the Company or to grant rights to subscribe for or to convert any security into shares in the Company up to an aggregate nominal amount of £37,663, provided that (unless previously revoked, varied or renewed) this authority shall expire at the conclusion of the next annual general meeting of the Company after the passing of this resolution or on the date 15 months from the date of the passing of this resolution (whichever is the earlier), save that the Company may make an offer or agreement before this authority expires which would or might require shares to be allotted or rights to subscribe for or to convert any security into shares to be granted after this authority expires and the directors may allot shares or grant such rights pursuant to any such offer or agreement as if this authority had not expired.

This authority is in substitution for all existing authorities under section 551 of the Act (which, to the extent unused at the date of this resolution, are revoked with immediate effect).

To consider and, if thought fit, to pass the following resolutions as special resolutions:

10. directors be and are generally empowered to allot equity securities (within the meaning of section 560 of the Act) for cash pursuant to the authority granted by resolution 9 as if section 561(1) of the Act did not apply to any such allotment, provided that this power shall be limited to the allotment of equity securities: That, subject to the passing of resolution 9 and pursuant to section 570 of the Act, the

10.1 in connection with an offer of equity securities (whether by way of a rights issue, open offer or otherwise):

10.1.1 to holders of ordinary shares in the capital of the Company in proportion (as nearly as practicable) to the respective numbers of ordinary shares held by them; and

10.1.2 to holders of other equity securities in the capital of the Company, as required by the rights of those securities or, subject to such rights, as the directors otherwise consider necessary,

but subject to such exclusions or other arrangements as the directors may deem necessary or expedient in relation to treasury shares, fractional entitlements, record dates or any legal or practical problems under the laws of any territory or the requirements of any regulatory body or stock exchange; and

10.2 otherwise than pursuant to paragraph 10.1 of this resolution, up to an aggregate nominal amount of £5,649;

and (unless previously revoked, varied or renewed) this power shall expire at the conclusion of the next annual general meeting of the Company after the passing of this resolution or on the date 15 months from the date of the passing of this resolution (whichever is the earlier), save that the Company may make an offer or agreement before this power expires which would or might require equity securities to be allotted for cash after this power expires and the directors may allot equity securities for cash pursuant to any such offer or agreement as if this power had not expired.

This power is in substitution for all existing powers under section 570 of the Act (which, to the extent unused at the date of this resolution, are revoked with immediate effect).

11. That, pursuant to section 701 of the Act the Company be and is generally and unconditionally authorised to make market purchases (within the meaning of section 693(4) of the Act) of ordinary shares of 0.2p each in the capital of the Company ("**Shares**"), provided that:

11.1 the maximum aggregate number of Shares which may be purchased is 5,649,510;

11.2 the minimum price (excluding expenses) which may be paid for a Share is 0.2p;

11.3 the maximum price (excluding expenses) which may be paid for a Share is an amount equal to 105 per cent of the average of the middle market quotations for a Share as derived from the Daily Official List of the London Stock Exchange plc for the five business days immediately preceding the day on which the purchase is made;

and (unless previously revoked, varied or renewed) this authority shall expire at the conclusion of the next annual general meeting of the Company after the passing of this resolution or on the date fifteen months from the date of passing of this resolution (whichever is the earlier), save that the Company may enter into a contract to purchase Shares before this authority expires under which such purchase will or may be completed or executed wholly or partly after this authority expires and may make a purchase of Shares pursuant to any such contract as if this authority had not expired.

By order of the board

.....

P D Coxon
Secretary

11 November 2011

Registered office: CVS House, Vines Road, Diss, Norfolk IP22 4AY
Registered in England and Wales No. 06312831

Notes

Entitlement to attend and vote

1. The right to vote at the meeting is determined by reference to the register of members. Only those shareholders registered in the register of members of the Company as at 6.00 pm on 6 December 2011 (or, if the meeting is adjourned, 6.00 pm on the date which is two working days before the date of the adjourned meeting) shall be entitled to attend and 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 that time shall be disregarded in determining the rights of any person to attend or vote (and the number of votes they may cast) at the meeting.

Proxies

2. A shareholder is entitled to appoint another person as his or her proxy to exercise all or any of his or her rights to attend and to speak and vote at the meeting. A proxy need not be a shareholder of the Company.

A shareholder may appoint more than one proxy in relation to the meeting, provided that each proxy is appointed to exercise the rights attached to a different share or shares held by that shareholder. Failure to specify the number of shares each proxy appointment relates to or specifying a number which when taken together with the numbers of shares set out in the other proxy appointments is in excess of the number of shares held by the shareholder may result in the proxy appointment being invalid.

A proxy may only be appointed in accordance with the procedures set out in note 3 and the notes to the proxy form.

The appointment of a proxy will not preclude a shareholder from attending and voting in person at the meeting.

3. A form of proxy is enclosed. When appointing more than one proxy, complete a separate proxy form in relation to each appointment. Additional proxy forms may be obtained by contacting the Company's registrar on 0870 707 1656 or the proxy form may be photocopied. State clearly on each proxy form the number of shares in relation to which the proxy is appointed.

To be valid, a proxy form must be received by post or (during normal business hours only) by hand at the offices of the Company's registrar, no later than 11.00 am on 6 December 2011 (or, if the meeting is adjourned, no later than 48 hours (excluding any part of a day that is not a working day) before the time of any adjourned meeting).

Corporate representatives

4. A shareholder which is a corporation may authorise one or more persons to act as its representative(s) at the meeting. Each such representative may exercise (on behalf of the corporation) the same powers as the corporation could exercise if it were an individual shareholder, provided that (where there is more than one representative and the vote is otherwise than on a show of hands) they do not do so in relation to the same shares.

Documents available for inspection

5. The following documents will be available for inspection during normal business hours at the registered office of the Company from the date of this notice until the time of the meeting. They will also be available for inspection at the place of the meeting from at least 15 minutes before the meeting until it ends:
 - 5.1 Copies of the service contracts of the executive directors.
 - 5.2 Copies of the service contracts of the non-executive directors.

Communications with the Company

6. Except as provided above, shareholders who wish to communicate with the Company in relation to the meeting should do so by calling our shareholder helpline on 0870 707 1656. No other methods of communication will be accepted.

Explanatory notes to the proposed resolutions

Resolution 1: Directors' report and financial statements

The directors will present their report, the auditors' reports and the audited financial statements for the year ended 30 June 2011 to the meeting as required by law. The directors' report is available on the Company's website (www.cvsgroupplc.com).

Resolution 2: Re-appointment of auditors

The Company is required to appoint auditors, at each general meeting at which accounts are presented, to hold office until the end of the next such meeting. The resolution, which is recommended by the Audit Committee, proposes the reappointment of PricewaterhouseCoopers LLP, the Company's existing auditors.

Resolution 3: Remuneration of auditors

This resolution authorises the directors, in accordance with normal practice, to determine the remuneration paid to the auditors.

Resolution 4: Dividend

The directors believe that the cash generative nature and resilience of the Group's model is sufficiently proven to enable the Company to commence the payment of dividends to shareholders, who have shown their consistent support for the Company. The board is therefore recommending a maiden dividend of 1.0p per share, a payment that is covered 6.2 times by basic earnings per share and 14.0 times by adjusted earnings per share. If this resolution is approved, the maiden dividend will be paid on 20 December 2011 to shareholders on the register on 16 December 2011. The ex-dividend date will be 14 December 2011.

Resolutions 5 to 8: Retirement and reappointment of directors

Richard Connell: Non-Executive Chairman

Mr Connell is a Chartered Accountant and worked in investment management with 3i Group, Invesco and HSBC. In addition to his role with CVS, he is Chairman of Ideal Stelrad, one of Europe's largest heating businesses, Maynard & Harris, a manufacturer of packaging in the UK and US, and Goldshield, a pharmaceutical business and was previously Chairman of Dignity plc for a number of years. Mr Connell is Chairman of the Nominations Committee.

Simon Innes: Chief Executive

Mr Innes was appointed as Chief Executive in January 2004. Prior to this he was Chief Executive of Vision Express from 2000 to 2004, over which time he built the business up to £220m turnover and 205 practices, and reversed a loss-making position to create one of the most profitable corporate optical operators in the UK. The growth strategy that was successful at Vision Express is now being implemented in the veterinary industry by CVS. Prior to Vision Express, Mr Innes was on the board of Hamleys PLC as Operations Director and gained ten years management experience at Marks & Spencer. He also served seven years in the British Army, achieving the rank of Captain in the Royal Engineers.

Paul Coxon: Finance Director

Mr Coxon was appointed as Finance Director in August 2003. He has a total of 23 years of experience in finance and accounting. He qualified as a Chartered Accountant with KPMG in 1991. Prior to working at CVS, Mr Coxon was the Finance Director of Allied Grain (South) Limited, a subsidiary of Associated British Foods PLC.

David Timmins: Non-Executive Director

Mr Timmins is a Chartered Accountant with more than 15 years of experience as CFO in listed companies. He was Group Finance Director of Genus plc until mid-2007 where he played a prominent role in the reverse acquisition of Sygen International plc, an Official List company, which was financed by a large institutional equity issue and syndicated bank debt. He also prepared Genus plc for its subsequent admission to the Main Market of the London Stock Exchange. He has veterinary sector experience through a Genus plc business division. In November 2007, he led a MBO/MBI of HTSPE Limited, and international consultancy business, becoming its Executive Chairman. Mr Timmins is Chairman of the Audit Committee and Remuneration Committee.

Resolution 9: Directors' authority to allot shares

Generally, the directors may only allot shares in the Company (or grant rights to subscribe for, or to convert any security into, shares in the Company) if they have been authorised to do so by shareholders in general meeting.

Resolution 9 renews a similar authority given at last year's AGM. If passed, resolution 9 will authorise the directors to allot shares in the Company (and to grant such rights) up to an aggregate nominal amount of £37,663 (which represents approximately one-third of the issued ordinary share capital of the Company as at 11 November 2011, being the last practicable date before the publication of this document). This authority is in substitution for all existing authorities under section 551 of the Act. If given, this authority will expire at the conclusion of the Company's next AGM or fifteen months from the date of passing of this resolution, (whichever is the earlier). It is the directors' intention to renew this authority each year.

Resolution 10: Disapplication of pre-emption rights

Generally, if the directors wish to allot new shares or other equity securities (within the meaning of section 560 of the Act) for cash, then under the Act they must first offer such shares or securities to shareholders in proportion to their existing holdings. These statutory pre-emption rights may be disapplied by shareholders.

Resolution 10, which will be proposed as a special resolution, renews a similar power given at last year's AGM and, if passed, will enable the directors to allot equity securities for cash up to a maximum aggregate nominal amount of 5% of all the ordinary shares in issue as at 11 November 2011, without having to comply with statutory pre-emption rights, but this power will be limited to allotments in connection with a rights issue, open offer or other pre-emptive offer. In addition, in accordance with normal practice, the resolution would enable the board to deal with treasury shares, fractional entitlements, record dates and overseas shareholders as it thinks fit in the context of any rights issue or open offer.

This is in line with the 2008 Statement of Principles issued by the Pre-Emption Group which provides that a company should not issue shares representing more than 7.5 per cent of its issued ordinary share capital for cash in any rolling three-year period, other than on a pre-emptive basis, without prior consultation with shareholders.

If given, this power will expire at the conclusion of the Company's next AGM or fifteen months from the passing of this resolution (whichever is the earlier). It is the directors' intention to renew this power each year.

Resolution 11: Authority to on-market purchases

Resolution 11, which will be proposed as a special resolution, renews a similar authority given at last year's AGM. If passed, it will allow the Company to purchase up to 5,649,510 ordinary shares in the market (which represents approximately 10 per cent of the issued ordinary share capital of the Company as at 11 November 2011, being the last practicable date before the publication of this document). The minimum and maximum prices for such a purchase are set out in the resolution. If given, this authority will expire at the conclusion of the Company's next AGM or fifteen months from

the date of passing of this resolution, (whichever is the earlier). It is the directors' intention to renew this authority each year.

The directors have no current intention to exercise the authority sought under resolution 11 to make market purchases, but consider the authority desirable to provide maximum flexibility in the management of the Company's capital base. If passed, the directors will only exercise this authority if they believe that to do so would result in an increase in earnings per share and would be in the best interests of the Company and of its shareholders generally. It is the directors' intention to review this authority each year.