

Ascential plc
2nd Floor
81-87 High Holborn
London
WC1V 6DF
United Kingdom

12 August 2024

Dear Sir/Madam,

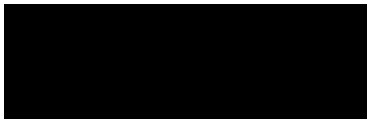
Publication of the Scheme Document for the recommended cash offer by Informa plc (“Informa”) for Ascential plc (“Ascential”) (the “Scheme Document”)

We refer to the recommended cash offer by Informa for Ascential announced on 24 July 2024 and the related Scheme Document to be published on or around 12 August 2024.

We hereby confirm that we have given and not withdrawn our consent to the publication of the Scheme Document with the inclusion of the references to our name in the form and context in which they appear.

This letter is for your information only and should not be relied upon by any other person.

Yours faithfully,



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Authorised signatory

for and on behalf of **Merrill Lynch International**