

To: Ascential plc shareholders, persons with information rights, and holders of securities convertible into, rights to subscribe for and/or options over shares in the Company

We are required by the City Code on Takeovers and Mergers (the “Code”) to make this communication and the document that it refers to available to you. You will be contacted separately regarding the effect of the Scheme on your options and awards under the Ascential Share Plans and with details of the arrangements and proposals applicable to you.

Dear Shareholder/Share option holder/Share plan award holder,

Notification of publication of important documentation in relation to the recommended cash acquisition of Ascential by Informa plc (“Informa”)

On 24 July 2024, the boards of Ascential and Informa announced that they had agreed the terms of a recommended cash acquisition pursuant to which Informa proposes to acquire the entire issued and to be issued share capital of Ascential (the “**Acquisition**”). The Acquisition is intended to be effected by means of a Court-sanctioned scheme of arrangement (the “**Scheme**”) under Part 26 of the Companies Act 2006 (the “**Act**”). The next step in the process is for Ascential Shareholders and Scheme Shareholders to vote on the Acquisition.

Please accept this communication as notification that a scheme document published 12 August 2024, which contains further details of the Acquisition, the Scheme, an explanatory statement in compliance with section 897 of the Act and notices of the shareholder meetings (the “**Scheme Document**”), is available to view at, and can be downloaded from, Ascential’s website at <https://ascential.com/investors/recommended-offer-for-ascential-by-informa/offer-related-documents>. For the avoidance of doubt, the content of Ascential’s website is not incorporated into, and does not form part of, this communication. Any capitalised terms not otherwise defined in this communication shall have the meaning given to them in the Scheme Document.

Please note that this communication is not a summary of the information and proposals set out in the Scheme Document and should not be regarded as a substitute for reading the Scheme Document in full. A summary of the effect of the Scheme on outstanding options and awards under the Ascential Share Plans, which is set out in paragraph 9 of Part II (*Explanatory Statement*) of the Scheme Document.

You may request a hard copy of the Scheme Document or any information incorporated into the Scheme Document by reference to another source, free of charge, by contacting Equiniti during business hours (8.30 a.m. to 5.30 p.m.) on +44 (0) 371 384 2050 or by submitting a request in writing to Equiniti at Corporate Actions, Aspect House, Spencer Road, Lancing, West Sussex, BN99 6DA stating your name, and the address to which the hard copy should be sent.

A hard copy of any such information will not be sent to you unless you so request it. You may also request that all future documents, announcements and information sent to you in relation to the Acquisition should be in hard copy form.

Yours faithfully,

Naomi Howden
Company Secretary
Ascential plc

Important Notice

If you are in any doubt as regards the contents of this communication, you are recommended to seek your own financial advice immediately from your stockbroker, bank manager, solicitor or other independent adviser: authorised under the Financial Services and Markets Act 2000 if you are in the United Kingdom, or from another appropriately authorised independent financial adviser if you are in a territory outside the United Kingdom.

The release, publication or distribution of this communication and any accompanying documents (in whole or in part) in or into or from jurisdictions other than the United Kingdom may be restricted by the laws of those jurisdictions and therefore persons into whose possession this communication comes should inform themselves about, and observe, any such restrictions. Failure to comply with any such restrictions may constitute a violation of the securities laws of any such jurisdiction. Further details in relation to overseas shareholders of Ascential plc are set out in the Scheme Document.

Directors' responsibility statement

The directors of the Company accept responsibility for the information contained in this communication relating to the Company. To the best of the knowledge and belief of the directors of the Company (who have taken all reasonable care to ensure that such is the case) the information contained in this communication is in accordance with the facts and does not omit anything likely to affect the import of such information.

Addresses may be provided to Informa

Please be aware that addresses, electronic addresses and certain other information provided by you for the receipt of communications from Ascential may be provided to Informa during the offer period as required under Section 4 of Appendix 4 of the Code.

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 securities exchange 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 securities exchange 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 securities exchange 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 p.m. (London time) on the 10th business day following the commencement of the offer period and, if appropriate, by no later than 3.30 p.m. (London time) on the tenth business day following the announcement in which any securities exchange offeror is first identified. Relevant persons who deal in the relevant securities of the offeree company or of a securities exchange 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 securities exchange offeror must make a Dealing Disclosure if the person deals in any relevant securities of the offeree company or of any securities exchange 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 securities exchange 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 p.m. (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 securities exchange 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. If you are in any doubt as to whether you are required to make an Opening Position Disclosure or a Dealing Disclosure, you should contact the Panel's Market Surveillance Unit on +44 (0)20 7638 0129.