

Form 8 (OPD) - Ascential plc

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FORM 8 (OPD)

PUBLIC OPENING POSITION DISCLOSURE BY A PARTY TO AN OFFER Rules 8.1 and 8.2 of the Takeover Code (the "Code")

1. KEY INFORMATION

| (a) Full name of discloser: | Ascential plc |
|--|---------------|
| (b) Owner or controller of interests and short | N/A |
| positions disclosed, if different from 1(a): | |
| The naming of nominee or vehicle companies is | |
| insufficient. For a trust, the trustee(s), settlor and | |
| beneficiaries must be named. | |
| (c) Name of offeror/offeree in relation to whose | Ascential plc |
| relevant securities this form relates: | |
| Use a separate form for each offeror/offeree | |
| (d) Is the discloser the offeror or the offeree? | Offeree |
| (e) Date position held: | 23 July 2024 |
| The latest practicable date prior to the disclosure | |
| (f) In addition to the company in 1(c) above, is the | N/A |
| discloser making disclosures in respect of any | |
| other party to the offer? | |
| If it is a cash offer or possible cash offer, state | |
| "N/A" | |

2. POSITIONS OF THE PARTY TO THE OFFER MAKING THE DISCLOSURE

If there are positions or rights to subscribe to disclose in more than one class of relevant securities of the offeror or offeree named in 1(c), copy table 2(a) or (b) (as appropriate) for each additional class of relevant security.

(a) Interests and short positions in the relevant securities of the offeror or offeree to which the disclosure relates

| Class of relevant security: | Ordinary Shares of 1.7 peach | | | |
|-----------------------------|------------------------------|---|--------|---|
| | Interests Short positions | | s | |
| | Number | % | Number | % |

| (1) Relevant securities owned | Nil | Nil | Nil | Nil |
|-------------------------------|-----|-----|-----|-----|
| and/or controlled: | | | | |
| (2) Cash-settled derivatives: | Nil | Nil | Nil | Nil |
| | | | | |
| (3) Stock-settled derivatives | Nil | Nil | Nil | Nil |
| (including options) and | | | | |
| agreements to purchase/sell: | | | | |
| | Nil | Nil | Nil | Nil |
| TOTAL: | | | | |

All interests and all short positions should be disclosed.

Details of any open stock-settled derivative positions (including traded options), or agreements to purchase or sell relevant securities, should be given on a Supplemental Form 8 (Open Positions).

Details of any securities borrowing and lending positions or financial collateral arrangements should be disclosed on a Supplemental Form 8 (SBL).

(b) Rights to subscribe for new securities

| Class of relevant security in relation to | NONE |
|---|------|
| which subscription right exists: | |
| Details, including nature of the rights | NONE |
| concerned and relevant percentages: | |

3. POSITIONS OF PERSONS ACTING IN CONCERT WITH THE PARTY TO THE OFFER MAKING THE DISCLOSURE

Details of any interests, short positions and rights to subscribe (including directors' and other employee options) of any person acting in concert with the party to the offer making the disclosure:

Interests of directors

Ascential plc ordinary shares held by directors of Ascential plc:

| Name | Number of Ascential Shares | Percentage of Ascential existing issued ordinary share capital |
|----------------|----------------------------|--|
| Scott Forbes | 131,883 | 0.06% |
| Philip Thomas | 182,346 ¹ | 0.08% |
| Mandy Gradden | 249,669 | 0.12% |
| Suzanne Baxter | 2,941 | 0.00% |
| Judy Vezmar | 29,411 | 0.01% |
| Rita Clifton | 6,470 | 0.00% |

¹ Includes 26,470 shares held by Philip Thomas' close relative.

Interests held as options or awards by directors of Ascential plc in ordinary shares of Ascential plc:

I. Philip Thomas:

A. Ascential Executive Performance Share Plan

| No. of Options/Awards | Date of grant | Vesting Date | Exercise price |
|-----------------------|---------------|--------------|----------------|
| 234,548 | 01/09/2021 | 01/09/2024 | nil |
| 320,072 | 28/12/2023 | 28/12/2026 | nil |
| 369,662 | 18/04/2024 | 18/04/2027 | nil |

D. Ascential plc Employee Share Incentive Plan

| No. of Awards | Date of grant | Release Date | Exercise price |
|------------------|-------------------------|--------------|----------------|
| 689 ² | 13/08/2021 ³ | 13/08/2024 | nil |
| 300 | 27/06/2024 | 27/06/2027 | nil |

² Reflects: (1) the original grant of Free Shares on 13 August 2021; (2) Additional Dividend Shares allotted as dividend equivalents in accordance with the rules of the SIP scheme; and (3) share consolidation.

II. Amanda Gradden:

A. Ascential Executive Performance Share Plan

| No. of Options/Awards | Date of grant | Vesting Date | Exercise price |
|-----------------------|---------------|--------------|----------------|
| 225,229 | 01/10/2020 | 01/10/2024 | nil |
| 25,816 | 01/09/2021 | 01/09/2024 | nil |
| 244,545 | 06/04/2022 | 06/04/2025 | nil |
| 312,710 | 23/02/2023 | 23/02/2026 | nil |
| 74,349 | 28/12/2023 | 28/12/2026 | nil |
| 278,480 | 18/04/2024 | 18/04/2027 | nil |

B. Ascential Executive Deferred Annual Bonus Plan

| No. of Options/Awards | Date of grant | Vesting Date | Exercise price |
|-----------------------|---------------|--------------|----------------|
| 20,709 | 01/10/2020 | 01/10/2023 | nil |
| 76,287 | 06/04/2022 | 06/04/2025 | nil |
| 49,859 | 15/04/2023 | 15/04/2026 | nil |
| 75,310 | 18/04/2024 | 18/04/2027 | nil |

C. Ascential Employee Savings Related Share Option Plan UK

|--|

³ Release date applies to the grant of Free Shares on 13 August 2021. Additional Dividend Shares allotted will be released three years after the date of their respective grant.

| 9,944 | 07/10/2022 | 01/11/2025 | 1.81 |
|-------|------------|------------|------|
|-------|------------|------------|------|

D. Ascential plc Employee Share Incentive Plan

| No. of Awards | Date of grant | Release Date | Exercise price |
|------------------|-------------------------|--------------|----------------|
| 506 ⁴ | 10/03/2016 ⁵ | 10/03/2019 | nil |
| 300 | 27/06/2024 | 27/06/2027 | nil |

⁴ Reflects: (1) the grant of Free Shares on 10 March 2016; (2) Additional Dividend Shares allotted as dividend equivalents in accordance with the rules of the SIP scheme; and (3) share consolidation.

Interests of connected advisers

Please refer to Supplemental Form 8 (SBL) annexed to this disclosure in respect of certain securities borrowing and lending arrangements to which Goldman Sachs Bank Europe SE is party.

Details of any open stock-settled derivative positions (including traded options), or agreements to purchase or sell relevant securities, should be given on a Supplemental Form 8 (Open Positions).

Details of any securities borrowing and lending positions or financial collateral arrangements should be disclosed on a Supplemental Form 8 (SBL).

4. OTHER INFORMATION

(a) Indemnity and other dealing arrangements

Details of any indemnity or option arrangement, or any agreement or understanding, formal or informal, relating to relevant securities which may be an inducement to deal or refrain from dealing entered into by the party to the offer making the disclosure or any person acting in concert with it:

Irrevocable commitments and letters of intent should not be included. If there are no such agreements, arrangements or understandings, state "none"

None.

(b) Agreements, arrangements or understandings relating to options or derivatives

Details of any agreement, arrangement or understanding, formal or informal, between the party to the offer making the disclosure, or any person acting in concert with it, and any other person relating to:

- (i) the voting rights of any relevant securities under any option; or
- (ii) the voting rights or future acquisition or disposal of any relevant securities to which any derivative is referenced:

If there are no such agreements, arrangements or understandings, state "none"

None.

⁵ Release date applies to the grant of Free Shares on 10 March 2016. Additional Dividend Shares allotted will be released three years after the date of their respective grant.

(c) Attachments

Are any Supplemental Forms attached?

| Supplemental Form 8 (Open Positions) | NO |
|--------------------------------------|-----|
| Supplemental Form 8 (SBL) | YES |

| Date of disclosure: | 5 August 2024 |
|---------------------|---------------------------------|
| Contact name: | Naomi Howden, Company Secretary |
| Telephone number: | +44 (0)203 657 8950 |

Public disclosures under Rule 8 of the Code must be made to a Regulatory Information Service.

The Panel's Market Surveillance Unit is available for consultation in relation to the Code's disclosure requirements on +44 (0)20 7638 0129.

The Code can be viewed on the Panel's website at www.thetakeoverpanel.org.uk.

SUPPLEMENTAL FORM 8 (SBL)

DETAILS OF SECURITIES BORROWING AND LENDING AND FINANCIAL COLLATERAL ARRANGEMENTS BY PARTIES TO AN OFFER AND PERSONS ACTING IN CONCERT Note 5(I) on Rule 8 of the Takeover Code (the "Code")

1. KEY INFORMATION

| Full name of person making disclosure: | GOLDMAN SACHS BANK | |
|--|--------------------|--|
| | EUROPE SE | |
| Name of offeror/offeree in relation to whose | ASCENTIAL PLC | |
| relevant securities this form relates: | | |

2. SECURITIES BORROWING AND LENDING/FINANCIAL COLLATERAL POSITIONS

| Class of relevant security: | 1.7p ordinary | |
|---|---------------|------|
| | Number | % |
| Securities borrowed: | 5,608 | 0.00 |
| Securities lent (including securities subject to a security financial collateral arrangement with right of use or a title transfer collateral arrangement): | 5,616 | 0.00 |

Details of borrowed relevant securities which have been either on-lent or sold do not need to be disclosed.

3. SECURITIES BORROWING AND LENDING/FINANCIAL COLLATERAL TRANSACTIONS

| Class of relevant | Nature of transaction | Number of |
|-------------------|---|------------|
| security | e.g. securities lending/borrowing, delivery/receipt of | securities |
| | recalled securities, entering into financial collateral | |
| | arrangement with right of use, entering into title | |
| | transfer collateral arrangement etc. | |
| | | |

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