

Board of Directors  
Ascential plc  
2nd Floor 81-87 High Holborn  
London  
WC1V 6DF

23 August 2024

Dear Sirs,

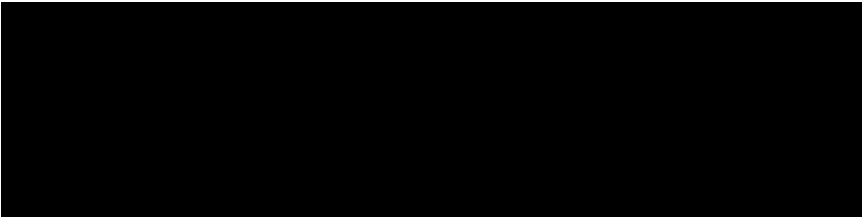
**Recommended cash offer for Ascential plc by Informa PLC (and/or one or more of its wholly-owned subsidiaries) (the “Acquisition”)**

We refer to the letters to be made available to participants in certain Ascential Share Plans, specifically the U.K. Sharesave, USSPP, PSP and DABP (each as defined in the scheme document in connection with the Acquisition published on 12 August 2024) on or around 23 August 2024, in accordance with Rule 15 of The City Code on Takeovers and Mergers (the “**Rule 15 Letters**”).

We hereby confirm that we have given and not withdrawn our consent to the inclusion in the Rule 15 Letters of references to our name in the form and context in which they appear. We also confirm that we consent to this letter being made available for inspection.

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

Yours faithfully,



Authorised signatory

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