

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

24 July 2024

Dear Sir/Madam,

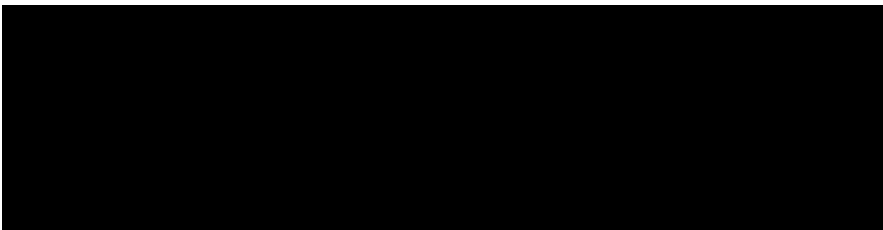
Recommended cash offer for Ascential plc by Informa plc (the “Acquisition”)

We refer to the announcement to be issued on or around the date of this letter pursuant to Rule 2.7 of the City Code on Takeovers and Mergers in relation to the Acquisition (the “**Rule 2.7 Announcement**”).

We hereby confirm that we have given and not withdrawn our consent to the publication of the Rule 2.7 Announcement with the inclusion of the references to our name in the form and context in which they appear. We attach, for the purposes of identification, a copy of the Rule 2.7 Announcement in substantially final form.

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**