

Impact of Informa Acquisition

Phantom Free Shares

How the planned acquisition will impact your Phantom Free Share Award, your actions and considerations

27 August 2024

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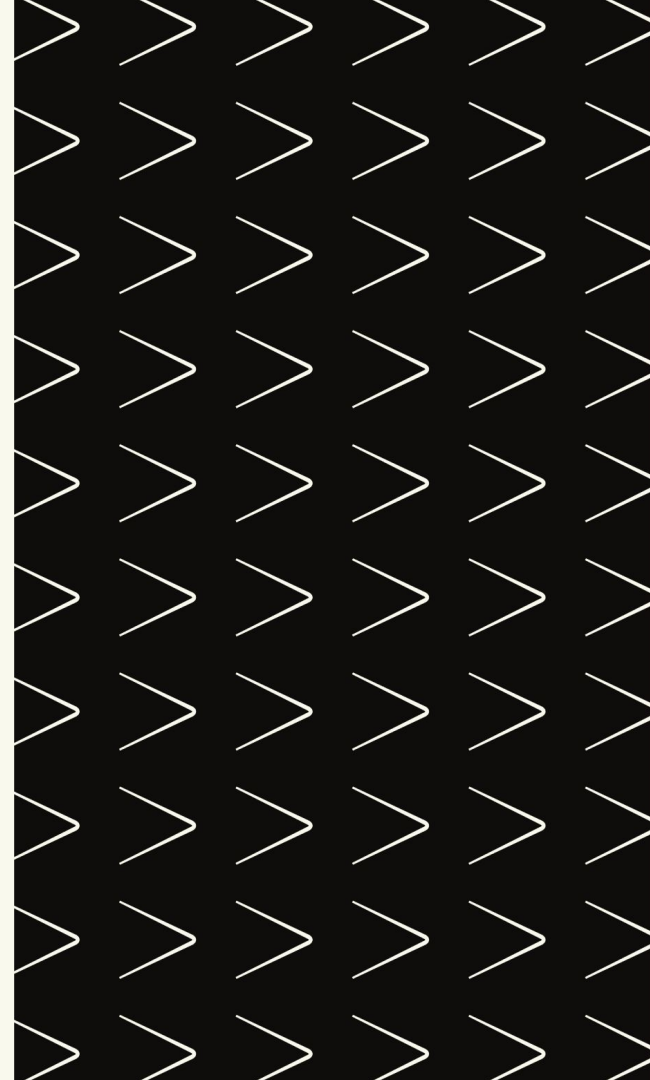
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Briefing overview

On 24 July 2024, we announced that we had reached agreement for the acquisition of Ascential by Informa. The purpose of this briefing is to explain how the planned Acquisition will affect your awards granted under the Phantom Free Share Plan (your “Phantom Free Share Award”), the decisions you need to make, and the other actions you should consider.

On Friday 23 August 2024, you received a letter via Shareworks about how the planned Acquisition will affect your Phantom Free Share Award. This presentation contains some of the key points from the letter, but it is important that you read the letter in full, and the other communications you will receive.

No action is required in relation to your Phantom Free Share Award itself, but there are other actions you should take, and other matters that you might consider to optimise your own position.

We appreciate that there are a lot of communications and a lot of information that you need to digest in relation to the Acquisition, and we do not want you to lose out because you have not read your emails, or you do not understand something.

If in doubt – ASK!



How does the Acquisition affect your Phantom Free Share Awards?

The Acquisition will change the usual treatment of your Phantom Free Share Award.

Normally, your Phantom Free Share Award would vest on the vesting date set at the time the Phantom Free Share Award was granted (i.e. the third anniversary of the date your Phantom Free Share Award was granted, so 27 June 2027).

However, as a result of the planned Acquisition, your Phantom Free Share Award will vest early and in full on the date of approval of the Acquisition by the Court (the “Court Sanction Date”), unless it lapses earlier in accordance with their terms. You do not need to do anything for your Phantom Free Share Award to vest, this will happen automatically.

The payment you receive in respect of your Phantom Free Share Award will be based on the price per share that Informa are paying, £5.68 per share. The payment (less any income tax and social security contributions that Ascential is required to withhold) will be paid to you via payroll at a similar time to the other share plan payments (which will be after the proceeds have been received from Informa).

If the Court does not sanction the sale of Ascential for any reason, your Phantom Free Share Award will continue as normal, subject to the Plan rules.



Important: actions you need to take

YOU NEED TO TAKE ACTION. YOU SHOULD:

> **Activate your share plan portal account if you have not already do so.**

- If you've already activated your account, check that the tile in Okta gives you access to Shareworks. Go to Okta and visit the 'Shareworks' tile. If it's not there, you need to activate your account.
- Tell [REDACTED] if you need to activate your account. We will coordinate with Shareworks to send out an activation email.
- If you've locked your account call Shareworks:
 - UK: [REDACTED]
 - US: [REDACTED]
 - Other: [REDACTED]

> **In Shareworks – check your details**, and add a personal email address if not already provided. **This is an essential step. It is not optional.**

> **Add or check your bank account details** – If your bank details are wrong, you may NOT receive all your money from the Acquisition

> Familiarise yourself with the Documents section of the portal, in particular the section titled 'Cash Acquisition of Ascential plc by Informa PLC'



Tax implications

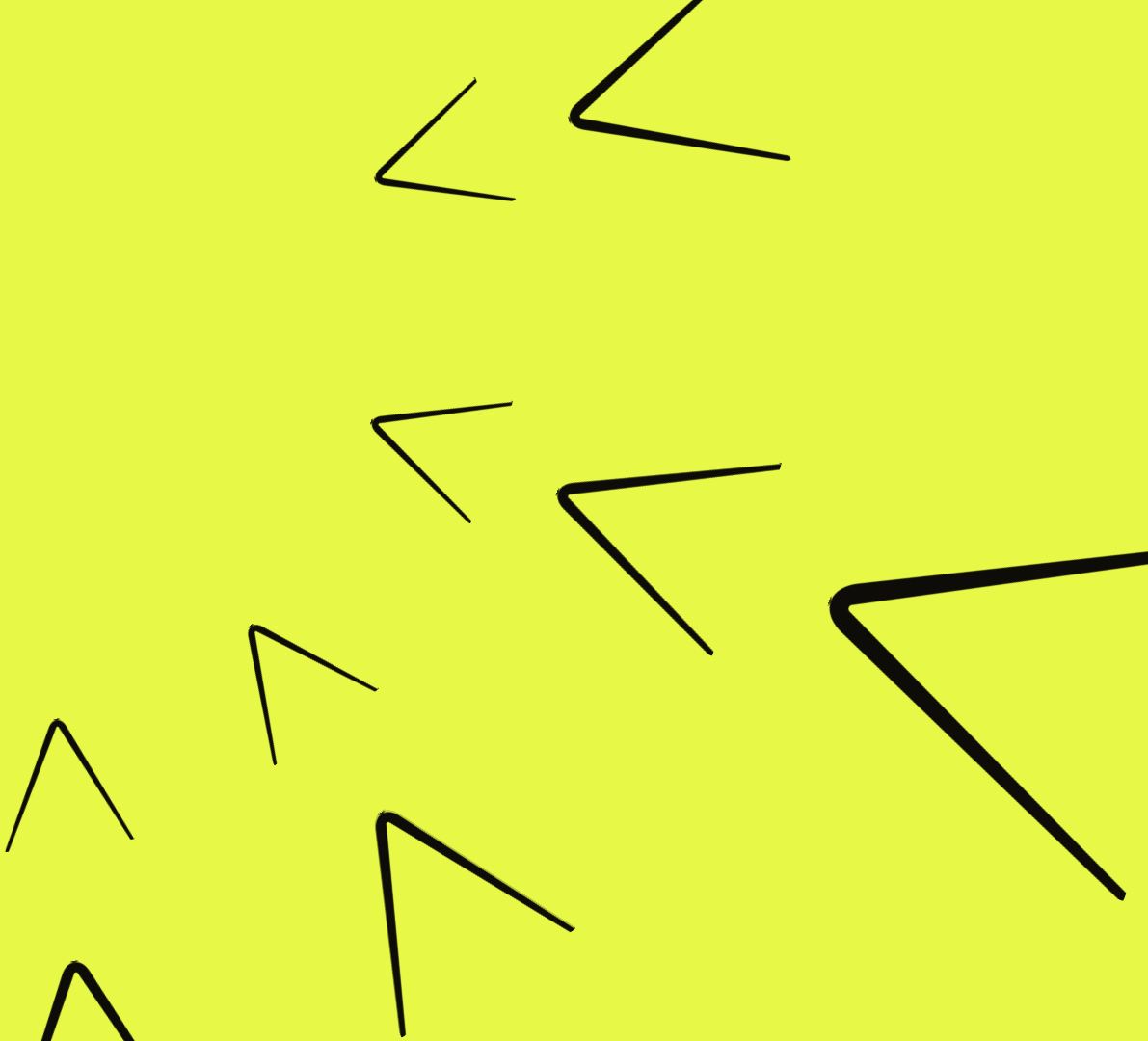
The tax treatment of the cash payment made to you after the vesting of your Phantom Free Share Award varies from jurisdiction to jurisdiction. In most jurisdictions, the cash payment will be subject to income tax and any applicable social tax/security contributions at the time the cash payment is made.

Please refer to the tax summaries on the Shareworks portal for information on the tax laws in your jurisdiction, if available. We strongly recommend that, if you are unsure how your Phantom Free Share Award payment will be taxed, you seek advice from an independent tax adviser in your country of tax residence.

Please note: we cannot provide you with legal, financial or tax advice.



Questions?



Appendix: Key dates

	Event	Consideration/actions
4 September 2024	Court and General meetings	Shareholders to vote on the Acquisition
Q4 2024	Expected date of Court approval	Final approval of the Acquisition (“Court Sanction Date”). The transaction would complete the next business day
Approximately one to two months post completion	Expected payment relating to your Phantom Free Shares	Payment will be made through payroll

Appendix: Sources of additional information

There are a number of other sources of further information, which you are encouraged to consult:

- > Phil's video communications
- > The Ascential intranet
- > FAQ – on the intranet
- > Slack channel ([REDACTED])
- > Email address ([REDACTED])
- > The Informa offer microsite, on the Ascential website:
<https://www.ascential.com/investors/recommended-offer-for-ascential-by-informa>
- > Ascential tax guide : you can find participant tax guides in the Document section of the portal. Scroll down the page to Cash Acquisition of Ascential plc by Informa PLC.

