

Impact of Informa Acquisition

UK Share Incentive Plan

How the planned acquisition will impact your Share Incentive Plan (“SIP”) Free Shares and Dividend Shares, your choices and actions

27 August 2024

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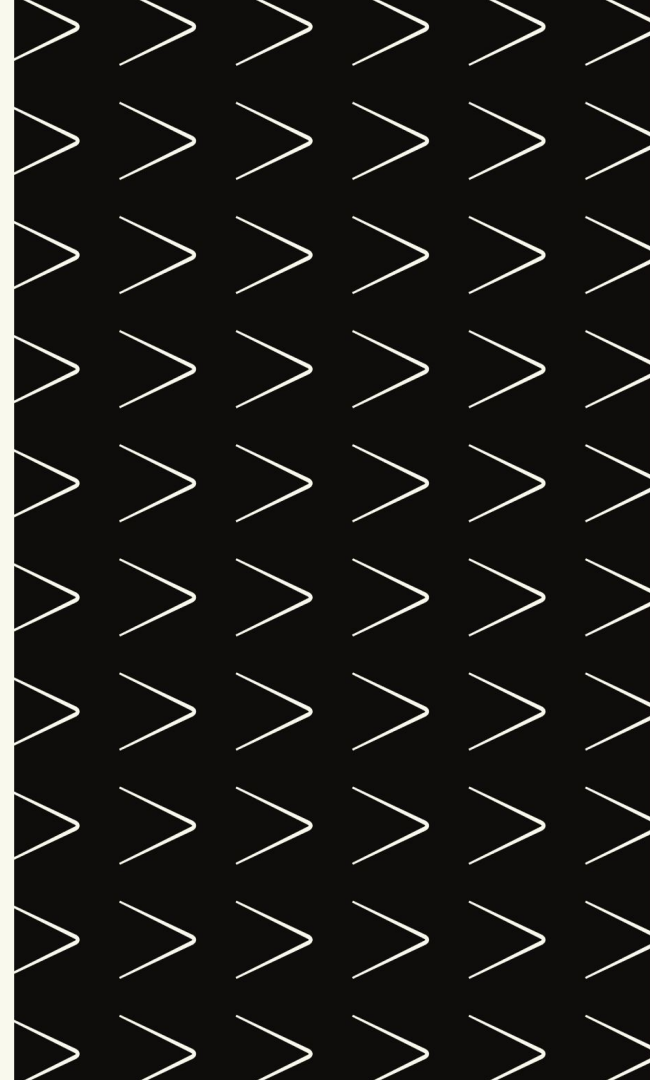
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Briefing overview

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 Free Shares and Dividend Shares held on your behalf under the Share Incentive Plan (together the “Free Shares”), your rights in relation to these shares, 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 Free Shares. 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.

As you are the beneficial owner of the Free Shares held on your behalf, you may instruct the SIP Trustee to vote for or against the Acquisition using the voting rights of those Free Shares, and there are also other actions you should take, and other matters to 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 Free Shares?

You will be entitled to participate in the Acquisition in the same way as other Ascential Shareholders.

Any Free Shares you hold (which include any Dividend Shares that have been bought using dividends paid on your Free Shares) will automatically be sold to Informa for £5.68 in cash for each Free Share. This is the same price being paid to all other Ascential Shareholders.

The payment for the sale of your Free Shares will be made to Shareworks who will then pay it to you; this process is expected to take one to two months.

You are also entitled to vote at the Court Meeting and the General Meeting, both to be held on 4 September 2024. You may instruct the SIP Trustee to vote for or against the Acquisition using the voting rights of those Free Shares. **You received an email from Shareworks on 12 August 2024 with a voting link.**



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 ([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

You should not have to pay any income tax, employee's National Insurance contributions or capital gains tax ("CGT") when you sell your Free Shares (including Dividend Shares) to Informa under the Acquisition.

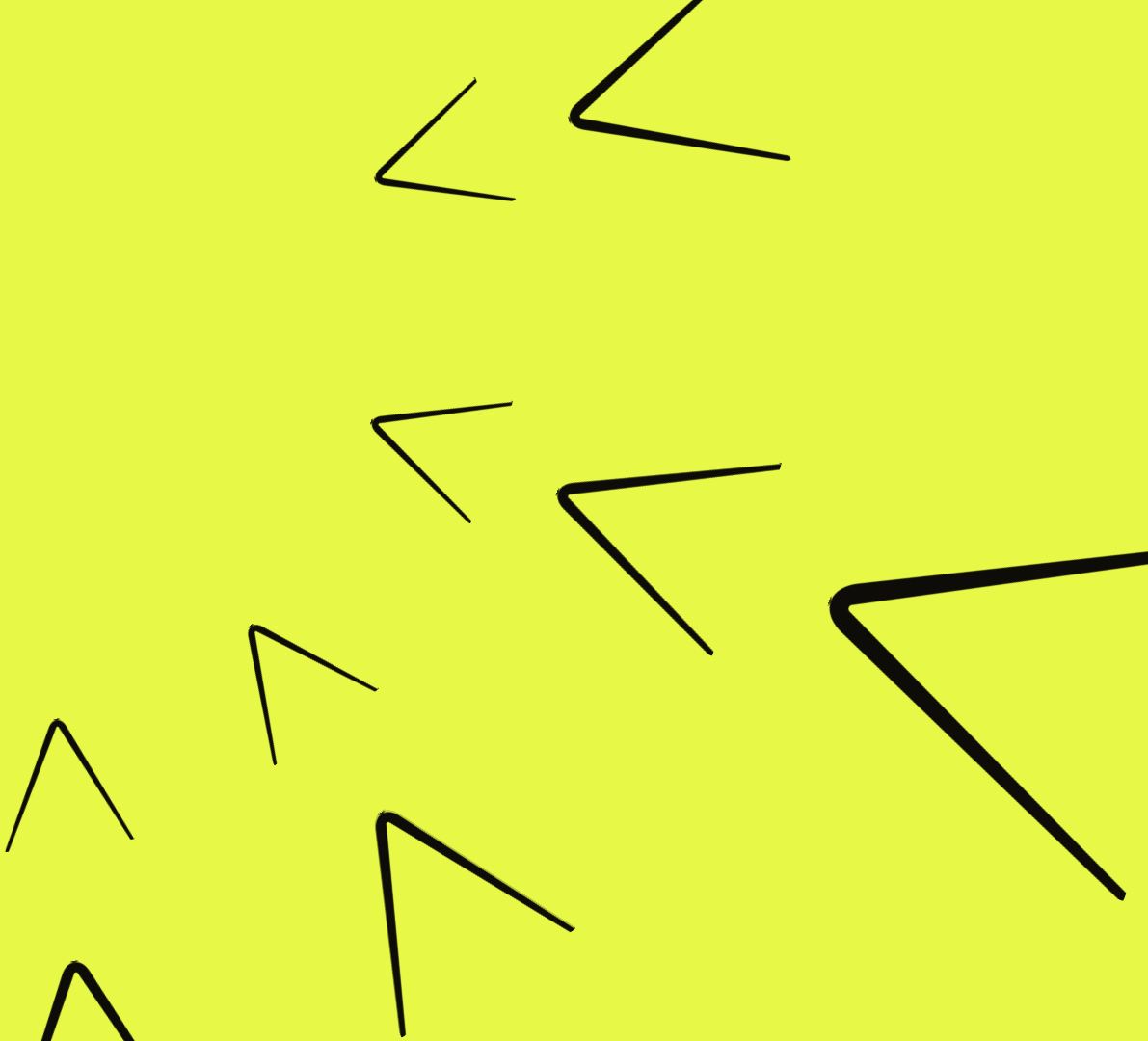
The tax information included in this presentation is intended as a general guide only, based on current UK law (as at the date of this presentation); this law could change, including at the forthcoming Government Budget on 30 October 2024.

This does not constitute legal, tax or financial advice and the treatment of your SIP Shares will depend on your particular individual circumstances. If you have any questions about your legal, tax or financial position, you are strongly advised to take independent legal, tax and/or financial advice.

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



Questions?



Appendix: Key dates

	Event	Consideration/actions
8:00am, 29 August 2024	Deadline for voting instruction	See email from Shareworks, dated 12 August 2024
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 receipt of proceeds from the sale of Free Shares	Payment will be made through Shareworks

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*.

