

Impact of Informa Acquisition

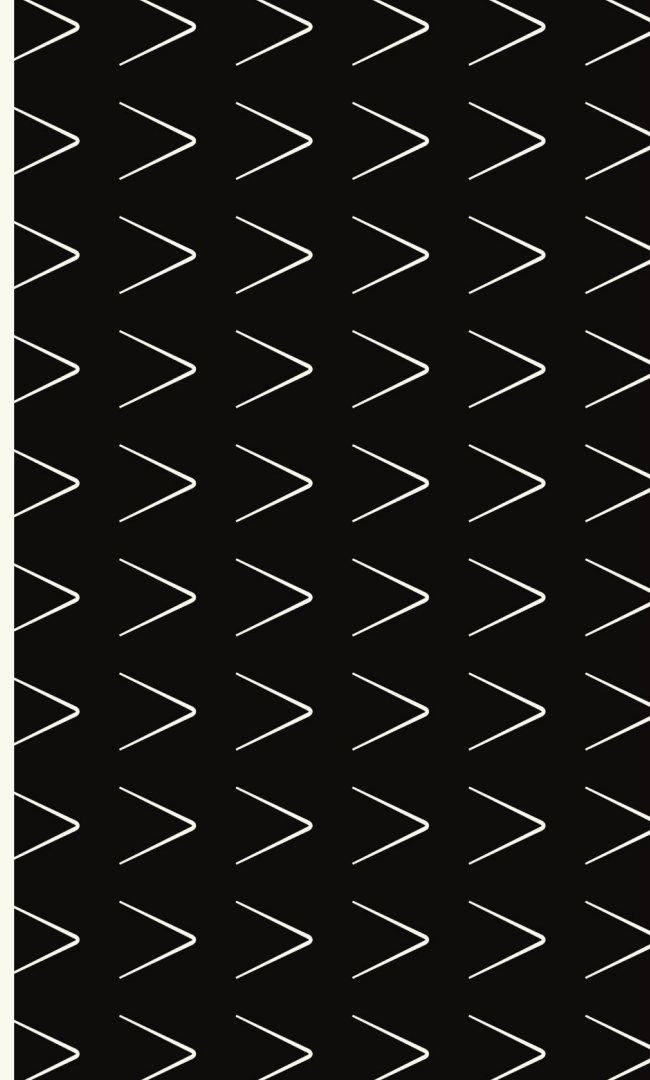
US Stock Purchase Plan

**How the planned Acquisition will impact your US
Stock Purchase plan, your choices and actions**

27 August 2024

Agenda

- | | |
|--|--|
| <p><i>01</i>
Briefing overview</p> <hr/> | <p><i>04</i>
Important actions you need to take</p> <hr/> |
| <p><i>02</i>
How does the planned Acquisition affect your USSPP Option?</p> <hr/> | <p><i>05</i>
Tax implications</p> <hr/> |
| <p><i>03</i>
Your USSPP Option choices</p> <hr/> | <p><i>06</i>
Appendices</p> <hr/> |



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 option granted under the US Stock Purchase Plan (your “USSPP Option”), 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 USSPP Option. 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.

There is one choice that you have to make in relation to your USSPP Option, and 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 planned 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 USSPP Option?

Your US Stock Purchase Plan is a two-year savings plan, whereby you agree to make a total of 24 contributions from your monthly net salary. The scheme includes the USSPP Option to use these savings to buy Ascential shares at the end of the scheme at an agreed exercise price of £1.69 per share (which is at a 15% discount to the share price at start of the scheme).

The final payment for the 2022 US Stock Purchase Plan will be taken in September 2024 and therefore, we expect this USSPP Option to have matured before the sale to Informa completes (which is anticipated to be in Q4 2024).

You may exercise your USSPP Option to buy Ascential Shares for the exercise price during the period from the Maturity Date (30 September 2024) to 7 January 2025 (being the date 27 months after the date your USSPP Option was granted), unless it lapses earlier in accordance with the USSPP rules, using all of your savings at the Court Sanction Date.

You will need to make a choice about what you want to do.



Your USSPP Options choices - you need to opt for one of Choice A or Choice B, in your Shareworks account

Choice A: Apply now to exercise your USSPP Option effective upon sanction of the Scheme

You can elect in advance to exercise your USSPP Option on sanction of the Scheme by the Court (the “Court Sanction Date”) to buy Ascential Shares for the exercise price using all of your savings at the date of exercise. If you do this, you will receive £5.68 for each Ascential share that your contributions to date buy on the exercise of your USSPP Options.

Choice B: Exercise your USSPP Option before it lapses

You may exercise your USSPP Option to buy Ascential Shares for the exercise price during the period from the Maturity Date to 7 January 2025 (being the date 27 months after the date your USSPP Option was granted), unless it lapses earlier in accordance with the USSPP rules, using all of your savings at the Court Sanction Date.

If you exercise your USSPP Option in this way after the Court Sanction Date, the Ascential Shares which you buy on the exercise of your USSPP Option will be automatically bought by Informa and you will receive £5.68 per Ascential Share.

However, you will receive the cash for your Ascential Shares later than under Choice A.

Your USSPP Option choices - what if you fail to make a choice?

You must make your Choice A or Choice B election by the deadline (5pm on 20 September 2024, UK time). If you do not make a choice and you do not exercise your USSPP Option from the period from the Maturity Date (30 September 2024) to 7 January 2025 (Choice B), then your USSPP Option will lapse automatically.

If your USSPP Option lapses, your accumulated savings will be returned to you, on request – you will not receive any additional money beyond what you've saved.

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

The exercise of your USSPP Option and subsequent sale to Informa of the Ascential Shares you receive upon exercise is expected to give rise to ordinary income, with the amount of ordinary income you realise calculated by subtracting your USSPP Option's exercise price from the market value of the Ascential Shares on the date of exercise.

You are responsible for the payment of, and neither Ascential nor Informa will withhold, any taxes associated with income realised as a result of participation in the US Stock Purchase plan. The ordinary income you realise will be shown on your IRS Form W-2 for the year of the sale.

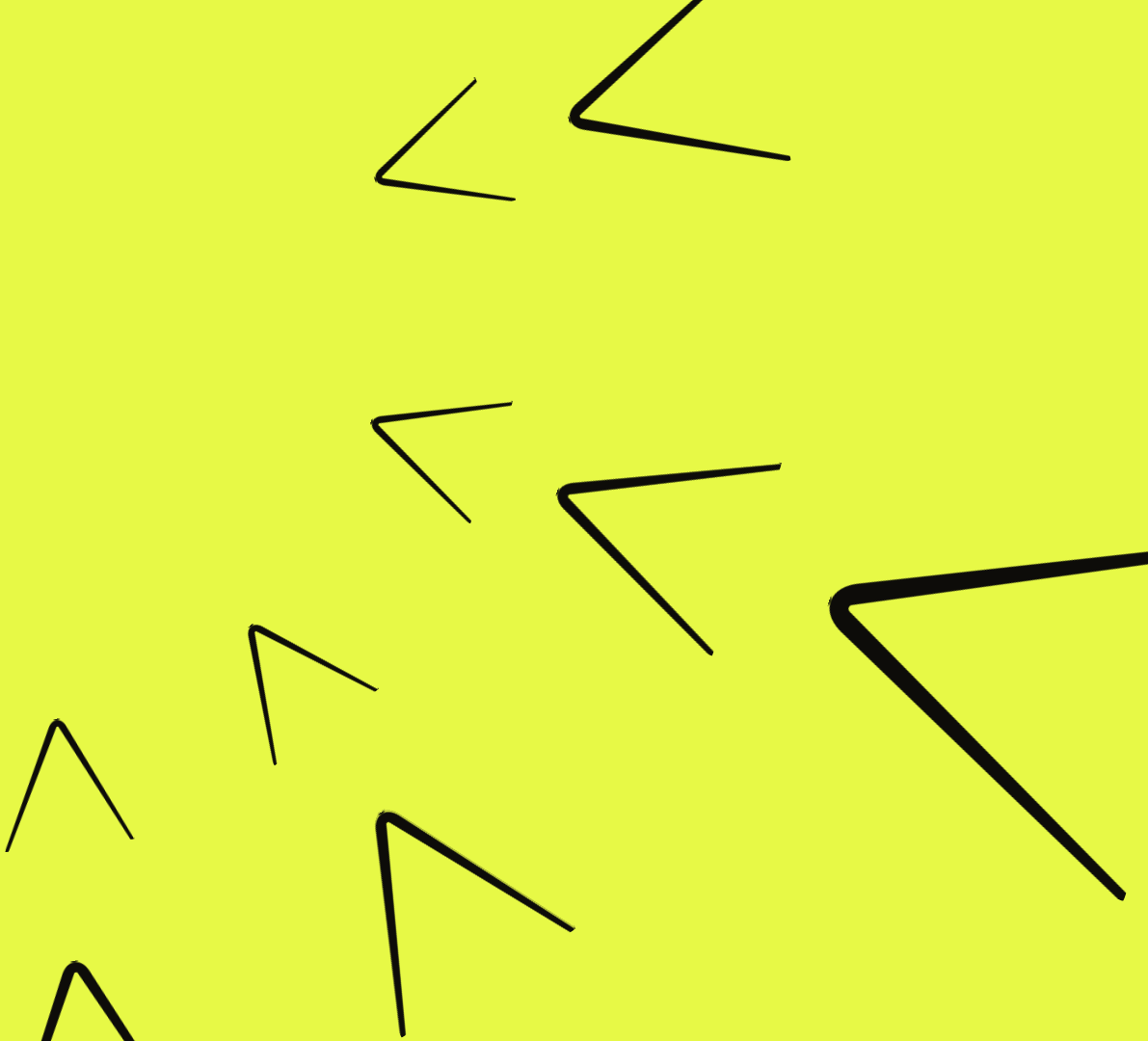
US state and local and non-US taxes may be applicable.

This information in this section is intended as a general guide only, and does not constitute legal, tax or financial advice. The treatment of your USSPP Option will depend on your particular circumstances. If you have any questions about your legal, tax or financial position, you are strongly recommended to take independent legal and/or financial advice.

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
<u>5pm, 20 September 2024, UK time</u>	<u>Deadline for your decision</u>	<u>You should select either Choice A or Choice B</u>
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 USSPP Option shares (under Choice A)	Payment will be made through payroll
7 January 2025	<u>If Choice B is selected</u> : deadline for completion of the online exercise instruction	27 months after the USSPP Option grant

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*.
- > Here is a link to HMRC's guidance on CGT: <https://www.gov.uk/capital-gains-tax>

