

Impact of Informa Acquisition

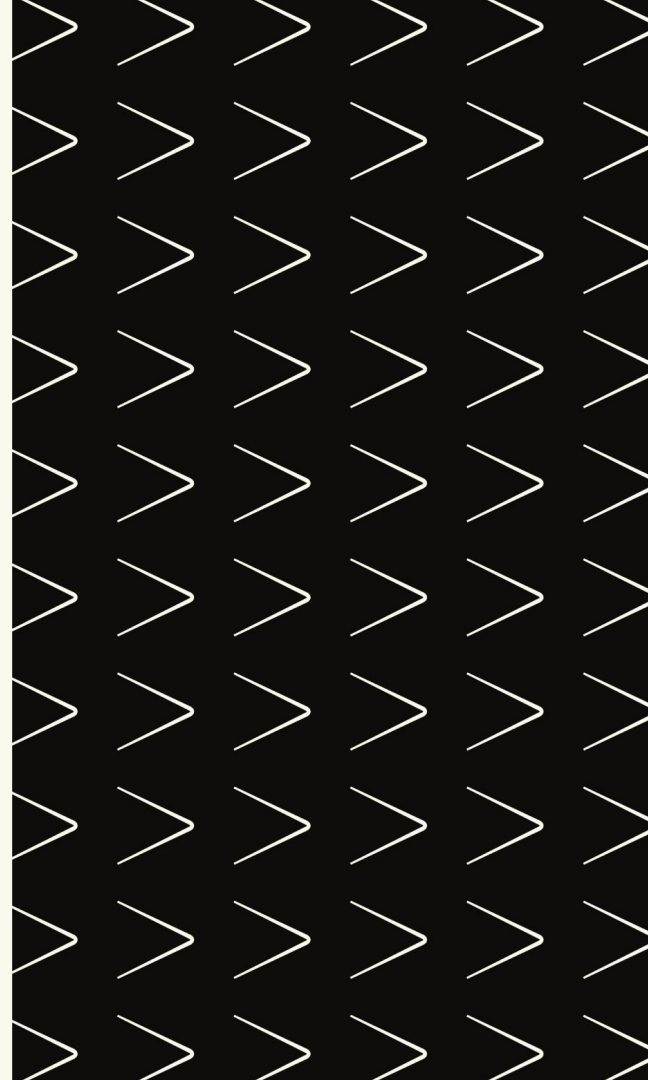
Vested Share Account

How the planned acquisition will impact your shares in the Vested Share Account, your choices and actions

27 August 2024

Agenda

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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 the shares you hold in the Shareworks Vested Share Account.

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 Vested Share Account

Informa will buy all of the shares you hold in the Vested Share Account at £5.68 per share. The purchase will take place on the completion date, which is expected to be the business day after the Court Sanction Date (the date on which the Court approves the sale).

The payment for the sale of the shares held in your Vested Share Account will be made to Shareworks who will then pay it to you; this process is expected to take one to two months.

Alternatively, you are also free to sell your shares on the market at any time (up until the black out period which will start 7 days before the Court Sanction Date) subject to the Ascential Employee Share Dealing Code.

You are also entitled to vote at the Court Meeting and the General Meeting, both to be held on 4 September 2024. You received an email from Shareworks on 12 August 2024 with a voting link.

You may have other cash in the Vested Share Account. You may request a transfer to your nominated bank account at any time, and as the Shareworks platform will be closing down at some point after completion of the sale, you should do as soon as possible.



Transaction costs and bank fees

When you sell your shares on the market at any time you will be liable to:

- > a broker fee of 0.3% of your gross sales proceeds (subject to a minimum fee of £25).

You may have some cash in the Vested Share Account. You can request a transfer to your nominated bank account any time you like.

When you transfer any money out of the Vested Share Account, if you live outside of the UK, you will be liable to bank charges when your money is paid to you, as follows:

- > Wire fee (e.g. to the US): £25
- > SEPA (payments in Europe): £12

If you take no action before the Court Sanction Date, all of your money (share sale proceeds and any cash already held in the Vested Share Account) will be paid to you in one transaction, so you may save money on the bank charges (if you are outside the UK).

Please note that your own bank may impose charges on receipt of any money from overseas.



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] (8am to 6pm UK time)
 - North America: [REDACTED] (8am to 8pm ET)
 - Hong Kong: [REDACTED] (8am to 6pm HKT)
 - 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'



Additional considerations

You may be liable to capital gains taxes when you sell your shares. Capital gains taxes in most countries are payable on the profit you make on the sale of an asset.

For the purposes of calculating any liability, you will need the acquisition (or base) cost of your shares is the value on which you paid income and social taxes – that is the share price when the shares were released to you (the 'Release Price' in the screenshot below right).

You can find this information in the share plan portal. Click on 'Activity' in the banner at the top of the screen and then click on Report (see screenshot below left). Set your parameters and run the report as a pdf. Scroll down the report and view the details of each release.

This information is intended as a general guide only and does not constitute legal, tax or financial advice. 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.

Account Summary
Generate a printable summary of your activity for a time period of your choosing.

Date Selection

To run the account summary for all available history leave the start and end date blank.

Start Date:

End Date:

Period Quick Select:

Product Selection

SAVE

Share Purchase and Holdings

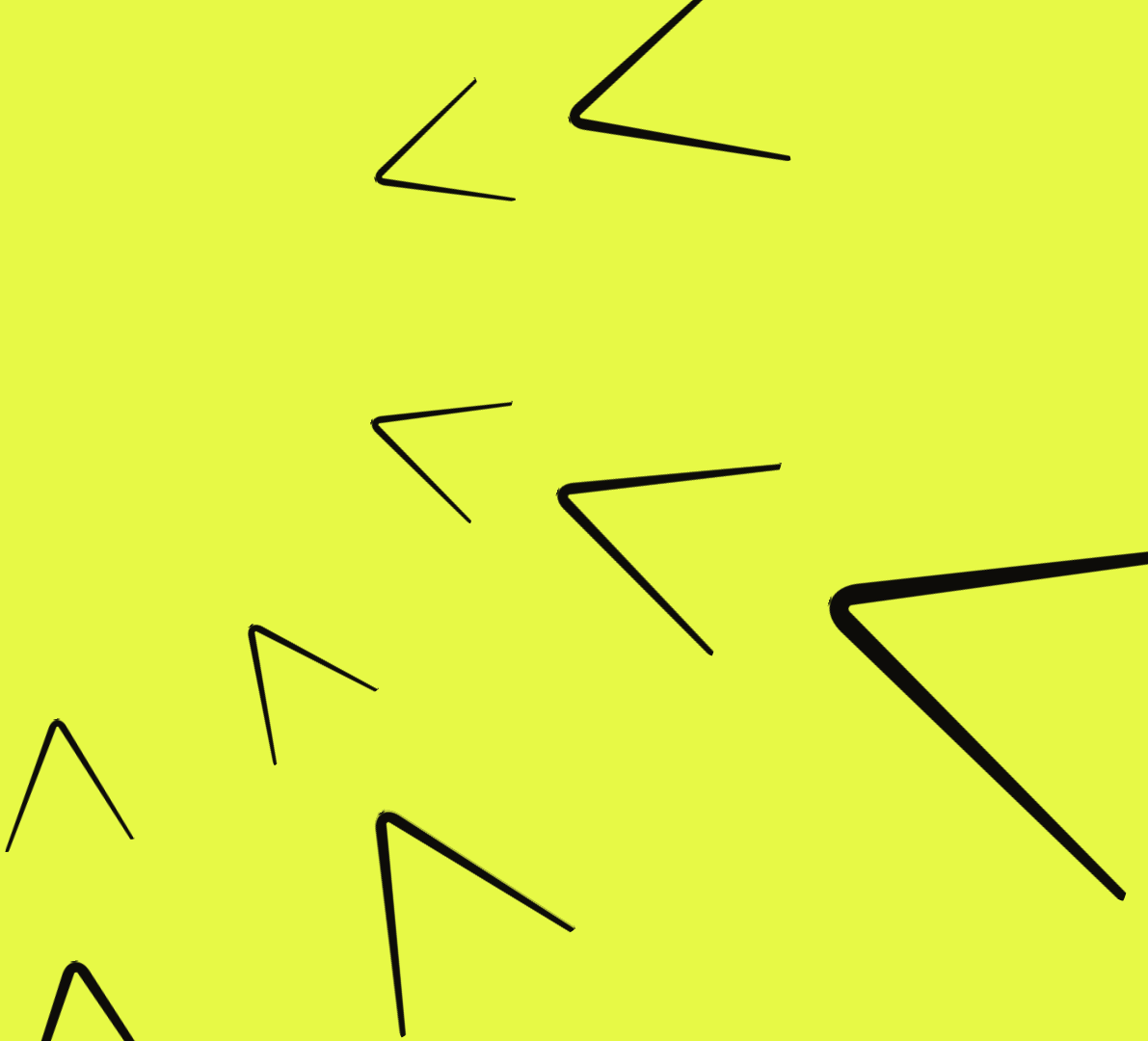
Stock Options and Awards

View As: Web Page PDF



Share Units -			
Grant Name:	RSP 30% February 2023	Settlement Date:	28-Feb-2024
Grant Date:	23-Feb-2023	Release Method:	Sell enough shares to cover taxes and fees, receive balance as shares
Market Price at Time of Grant:	£2.70 GBP	Delivery Method:	Transfer to Vested Share Account
Release Price:	£3.00873 GBP	Number of Restricted Awards Released:	915
Sale Price:	£3.00873 GBP	Number of Restricted Awards Sold:	432
Quantity Released:	915	Number of Restricted Awards Disbursed:	483
Release Date:	26-Feb-2024	Gross Release Value:	£2,752,98795 GBP

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 receipt of proceeds from the sale of shares	Payment will be made via 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>
- > You can find a participant tax guide in the Documents section of the share plan portal. Scroll down 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>

