


THIS DOCUMENT IS IMPORTANT AND REQUIRES YOUR IMMEDIATE ATTENTION

If you are in any doubt as to what action you should take, it is recommended that you immediately seek your own independent advice from your stockbroker, solicitor, accountant, financial adviser or other professional adviser who is authorised under the Financial Services and Markets Act 2000 if you are resident in the United Kingdom or, if not, from another appropriate authorised financial adviser.

If you sell or transfer, or have sold or transferred, all of your shares in Ascential plc please forward this document, together with the wcan pass the documents to the person who now holds the shares. If you sell or transfer or have sold or otherwise transferred, only part of your holding of shares in Ascential plc, please consult the bank, stockbroker or other agent through whom the sale or transfer was effected as to the action you should take.

Ascential  plc

**Notice of the 2024
Annual General Meeting**

The notice of an Annual General Meeting of Ascential plc to be held at 9.00am (UK time) on Thursday 9 May 2024 at the Rosewood Hotel, 252 High Holborn, London WC1V 7EN, United Kingdom is set out in this document. A Form of Proxy for use in connection with the Annual General Meeting is enclosed with this notice. To be valid the Form of Proxy should be completed and returned in accordance with the instructions printed thereon, as soon as possible and, in any event, so as to reach Ascential plc's registrars Equiniti by no later than 9.00am (UK time) on Tuesday 7 May 2024. Completion and return of a Form of Proxy will not preclude shareholders from attending and voting at the Annual General Meeting should they choose to do so. Further instructions relating to the Form of Proxy are set out in the notice of Annual General Meeting.

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

10 April 2024

Dear Shareholder

Annual General Meeting ('AGM')

I am pleased to inform you that the AGM of Ascential plc (the 'Company') will be held at 9.00am (UK time) on Thursday 9 May 2024 at the Rosewood Hotel, 252 High Holborn, London WC1V 7EN, United Kingdom.

The Notice of Meeting (the 'Notice') contains the resolutions proposed and is set out on pages 3 to 4 of this document. Explanatory notes to all the resolutions to be considered at the AGM appear on pages 5 to 8.

A copy of the Annual Report and Accounts (comprising the Company's audited financial statements for the financial year ended 31 December 2023, together with the Directors' and Auditor's reports on those financial statements) is available on our website ascential.com.

The Board recognises that the AGM provides an opportunity for shareholders to ask questions that they have relating to the Company and that shareholders may wish to receive answers to their questions before they submit their proxy vote. We will fully respond in writing to questions submitted by registered shareholders in advance of the proxy submission deadline. Registered shareholders can submit questions by email to company.secretarial@ascential.com.

Voting

Voting on all the proposed resolutions will be conducted on a poll, in line with recommended best practice. Voting by poll is more transparent and equitable because it counts the votes of shareholders according to the number of shares registered in their names.

Website

Our website ascential.com provides more information including a copy of our full Annual Report and Accounts and all the latest news about the Company, including regulatory announcements.

Action to be taken

Enclosed with this Notice is a Form of Proxy for the resolutions to be proposed at the AGM. Please sign and return the Form of Proxy in accordance with the directions on it as soon as possible and, in any event, so that it is received before 9.00am (UK time) on Tuesday 7 May 2024.

You may also complete the Form of Proxy by logging on to sharevote.co.uk. You will need your Voting ID, Task ID and Shareholder Reference Number, which is printed on the enclosed Form of Proxy.

Completion and return of the Form of Proxy will not preclude you from attending the AGM and voting in person should you wish to do so.

If you are planning to attend the AGM, please bring your attendance card with you. The card is attached to the enclosed Form of Proxy. The results of the AGM will be announced through a regulatory information service and on the Company website, ascential.com, as soon as possible following the conclusion of the AGM.

Admission on the day

If possible, please arrive by 8.45am (UK time) to allow sufficient time for registration and security clearance. Please bring your attendance card with you. This will be either the tear off portion of your Form of Proxy or, for those registered for electronic communications, a copy of the email you will have received.

Recommendation

Your Directors consider that all the Resolutions to be considered at the AGM are in the best interests of the Company and shareholders as a whole. Accordingly, your Directors unanimously recommend that shareholders vote in favour of all the Resolutions, as the Directors intend to do in respect of their own shareholdings.

Yours sincerely

Scott Forbes
Chairman

Notice of Annual General Meeting

Notice is hereby given that the Annual General Meeting ('AGM') of Ascential plc (the 'Company') will be held at 9.00am (UK time) on Thursday 9 May 2024 at the Rosewood Hotel, 252 High Holborn, London WC1V 7EN, United Kingdom for the purpose of considering and, if thought fit, passing the Resolutions set out in this Notice of Annual General Meeting.

Resolutions 1 to 14 (inclusive) will be proposed as ordinary resolutions. Resolutions 15 to 18 (inclusive) will be proposed as special resolutions.

ORDINARY RESOLUTIONS

1. To receive and adopt the Annual Report and Accounts, comprising the audited financial statements for the financial year ended 31 December 2023 and the reports of the Directors and Auditor thereon and the Strategic Report.
2. To approve the Annual Report on Remuneration for the financial year ended 31 December 2023, as set out on pages 104 to 125 of the Annual Report and Accounts.

To elect the following Directors who are seeking re-election:

3. Suzanne Baxter
4. Rita Clifton
5. Scott Forbes
6. Mandy Gradden
7. Gillian Kent
8. Judy Vezmar

To elect the following Directors who have been appointed by the Board during the year:

9. Philip Thomas
10. To re-appoint KPMG LLP as Auditor of the Company to serve from the conclusion of this AGM to the conclusion of the next Annual General Meeting at which accounts are laid.
11. To authorise the Board to determine the remuneration of the Auditor.

12. Political donations

To authorise the Company and any company which, at any time during the period for which this Resolution has effect, is a subsidiary of the Company, in accordance with sections 366 and 367 of the Companies Act 2006 (the '2006 Act'), to:

- a. make political donations to political parties or independent electoral candidates not exceeding £50,000 in total;
- b. make political donations to political organisations other than political parties not exceeding £50,000 in total; and
- c. incur political expenditure not exceeding £50,000 in total (as such terms are defined in sections 363 to 365 of the 2006 Act) during the period of one year commencing on the date of the passing of this Resolution.

13. Authority to allot shares

- a. To generally and unconditionally authorise the Board in accordance with section 551 of the 2006 Act to exercise all of the Company's powers to allot shares in the Company and to grant rights to subscribe for shares and to convert any security into shares in the Company ('Rights'):
 - i. up to an aggregate nominal amount of £1,485,698; and
 - ii. comprising 'equity securities' (as such term is defined in section 560 of the 2006 Act) up to an aggregate nominal amount of £2,971,397, such amount to be reduced by the aggregate nominal amount of any allotments or grants

made under Resolution 13(a)(i) above) in connection with an offer by way of a fully pre-emptive offer (including an offer by way of rights issue or open offer):

- a. to ordinary shareholders in proportion (as nearly as may be practicable) to their existing holdings;
- b. to holders of other equity securities as required by the rights of those securities or as the Board otherwise considers necessary or appropriate,

and so that the Board may impose any limits or restrictions and make any arrangements which it deems necessary or expedient in relation to fractional entitlements, treasury shares, record dates or legal, regulatory or practical problems under the laws of, or the requirements of any relevant regulatory body or stock exchange in any territory or any other matter; such authority expiring upon the earlier of the end of the next Annual General Meeting of the Company or, if earlier, 9 August 2025, but in each case so that the Board is entitled to make offers or agreements before the expiry of such authority which would or might require shares to be allotted or Rights to be granted after such expiry and the Board shall be entitled to allot shares and grant Rights pursuant to any such offer or agreement as if this authority had not expired.

- b. That this Resolution revokes and replaces all unexercised authorities previously granted to the Board to allot equity securities or Rights but without prejudice to any allotment of equity securities or allotment or grant of Rights already made, offered or agreed to be made pursuant to such authorities.

14. Amendment of Performance Condition

To approve the proposed amendment of the performance condition to which the vesting of certain awards granted under the Ascential plc Executive Performance Share Plan on 1 October 2020 is subject, such amendment being the extension of its performance period by an additional year so that it will now end on 30 September 2024.

SPECIAL RESOLUTIONS

15. Disapplication of pre-emption rights

That if Resolution 13 is passed, but without prejudice to the exercise of any such authority prior to the date of the passing of this Resolution, the Board be and is hereby empowered pursuant to section 570 and section 573 of the 2006 Act to allot equity securities (within the meaning of section 560 of the 2006 Act) (including the grant of Rights for the Company's ordinary shares with a nominal value of £0.01 ('Ordinary Shares')) for cash under the authority granted in Resolution 13 above and/or to sell treasury shares for cash, as if section 561 of the 2006 Act did not apply to any such allotment, such power to be limited by the following terms:

- a. this power is limited to the allotment of equity securities and the sale of treasury shares in connection with an offer of, or invitation to apply for, equity securities (in the case of the authority sought under Resolution 13(a)(ii), by way of a pre-emptive offer only)
 - i. to ordinary shareholders in proportion (as nearly as may be practicable) to their existing holdings;
 - ii. to holders of other equity securities as required by the rights of those securities or as the Board otherwise considers necessary or appropriate;

and so that the Board may impose any limits or restrictions and make any arrangements which it deems necessary or expedient in relation to fractional entitlements, treasury shares, record dates or legal, regulatory or practical problems under the laws of, or the

requirements of any relevant regulatory body or stock exchange in, any territory or any other matter;

- b. otherwise than under paragraph (a), up to a total nominal value of £445,709; and
- c. to the allotment of equity securities or sale of treasury shares (otherwise than under paragraph (a) or (b) above) up to a nominal amount equal to 20% of any allotment of equity securities or sale of treasury shares from time to time under paragraph (b) above, such power to be used only for the purposes of making a follow-on offer which the Board determines to be of a kind contemplated by paragraph 3 of Section 2B of the Statement of Principles on Disapplying Pre-Emption Rights most recently published by the Pre-Emption Group prior to the date of this Notice,

and provided that this power expires (unless previously renewed, varied or revoked) on the date of the Company's next Annual General Meeting or, if earlier, on 9 August 2025 but in each case so that before this power expires, the Board may make offers or agreements which would or might require equity securities to be allotted (and/or treasury shares to be sold) after it expires and the Board is entitled to allot equity securities (and/or sell treasury shares) pursuant to any such offer or agreement as if this power had not expired.

16. Additional disapplication of pre-emption rights for the purposes of acquisitions or capital investments

That if Resolution 13 is passed, and in addition to any authority granted in Resolution 15, the Board be and is hereby empowered pursuant to section 570 and section 573 of the 2006 Act to allot equity securities (within the meaning of section 560 of the 2006 Act) (including the grant of Rights for Ordinary Shares) for cash under the authority granted in Resolution 15 above and/or to sell treasury shares for cash, as if section 561(1) of the 2006 Act did not apply to any such allotment, such power to be limited by the following terms:

- a. this power is limited to the allotment of equity securities and the sale of treasury shares up to a total nominal value of £445,709, such power to be used only for the purposes of financing (or refinancing, if the authority is to be used within six months after the original transaction) a transaction which the Board determines to be an acquisition or other capital investment of a kind contemplated by the Statement of Principles on Disapplying Pre-Emption Rights most recently published by the Pre-Emption Group prior to the date of this Notice; and
- b. to the allotment of equity securities or sale of treasury shares (otherwise than under paragraph (a) above) up to a nominal amount equal to 20% of any allotment of equity securities or sale of treasury shares from time to time under paragraph (a) above, such power to be used only for the purposes of making a follow-on offer which the Board determines to be of a kind contemplated by paragraph 3 of Section 2B of the Statement of Principles on Disapplying Pre-Emption Rights most recently published by the Pre-Emption Group prior to the date of this Notice,

and provided that this power expires (unless previously renewed, varied or revoked) on the date of the Company's next Annual General Meeting or, if earlier, on 9 August 2025 but in each case so that before this power expires, the Board may make offers or agreements which would or might require equity securities to be allotted (and/or treasury shares to be sold) after it expires and the Board is entitled to allot equity securities (and/or sell treasury shares) pursuant to any such offer or agreement as if this power had not expired.

17. Company's authority to purchase its own shares

In addition to any authority pursuant to section 701 of the 2006 Act as may be approved at the general meeting of the Company on 22 April 2024, to generally and unconditionally authorise the Company for the purposes of section 701 of the 2006 Act to make one or more market purchases (within the meaning of section 693 of the 2006 Act) of Ordinary Shares, such power to be limited by the following terms:

- a. the maximum aggregate number of Ordinary Shares authorised to be purchased is 44,570,958;
- b. the minimum price (exclusive of expenses) which may be paid for an Ordinary Share is the nominal amount of that Ordinary Share at the time of such purchase;
- c. the maximum price (exclusive of expenses) which may be paid for an Ordinary Share does not exceed the higher of: (i) an amount equal to 105 per cent. of the average market value of an Ordinary Share of the Company for the five business days immediately preceding the day on which that Ordinary Share is contracted to be purchased; and (ii) an amount equal to the higher of (A) the price of the last independent trade of, and (B) the highest current independent bid for, any number of Ordinary Shares on the trading venues where the purchase is carried out;
- d. unless previously varied, revoked or renewed, this authority shall expire at the close of the next Annual General Meeting of the Company after the date this Resolution 17 is passed or, if earlier, on 9 August 2025; and
- e. the Company may make a contract to purchase Ordinary Shares under this authority and before the expiry of this authority, which will or may be completed wholly or partly after the expiry of this authority and may make a purchase of Ordinary Shares in pursuance of any such contract as if this authority had not expired.

18. Calling of general meetings on 14 days' notice

To authorise the Company to call any general meeting of the Company (other than an Annual General Meeting) on not less than 14 clear days' notice.

By order of the Board

Naomi Howden
Company Secretary

10 April 2024

Registered Office: 2nd Floor, 81-87 High Holborn, London, WC1V 6DF,
United Kingdom
Registered in England and Wales
Registered number: 09934451

Explanatory notes

Resolutions 1 to 14 (inclusive) are ordinary resolutions. This means that each resolution requires more than 50 per cent. of the votes cast to be in favour of the resolution to be passed. Resolutions 15 to 18 (inclusive) are special resolutions. This means that each of these resolutions require at least 75 per cent. of the votes cast to be in favour of the resolution to be passed.

Resolution 1

Shareholders are invited to receive the Company's financial statements for the financial year ended 31 December 2023, which are required to be presented to the AGM by the Board under the 2006 Act. These include the reports of the Directors and Auditor and form part of the Annual Report and Accounts.

Resolution 2

The Directors' Remuneration Report is set out in full in the Annual Report and Accounts on pages 104 to 125. In accordance with the provisions of the 2006 Act and the Large and Medium-Sized Companies and Groups (Accounts and Reports) Regulations 2008, the Directors' Remuneration Report in the Annual Report and Accounts contains:

- the annual statement by Judy Vezmar, Chair of the Company's Remuneration Committee;
- the Directors' Remuneration Policy; and
- the Annual Report on Remuneration.

The annual statement summarises the key decisions made by the Remuneration Committee during the year. The Annual Report on Remuneration sets out in detail the remuneration policy which has been applied for the financial year ended 31 December 2023, the remuneration received by Directors for the financial year ended 31 December 2023 and how the policy will be applied in 2024. The vote is advisory only and does not therefore affect the remuneration paid to any Director.

The Directors' Remuneration Policy sets out the Company's Remuneration Policy for its Executive and Non-Executive Directors. The policy was developed considering the principles of the 2018 UK Corporate Governance Code, and guidelines from major investors. This is in line with the version of the policy that was approved by shareholders at the Annual General Meeting of the Company held in 2023 (see 2023 Annual Report and Accounts), other than factual data (e.g. the scenario charts) which have been updated as relevant. This has been included for completeness and is not subject to a shareholder vote at the AGM.

Resolutions 3 to 9

Resolutions 3 to 9 deal with the election of all the Directors of the Company. The Company's Articles of Association require all Directors to submit themselves for election or re-election every year. Additionally, the UK Corporate Governance Code recommends that all Directors should be put forward for re-election every year. In accordance with the Articles of Association and the UK Corporate Governance Code, the Directors are retiring at this AGM, and being eligible, submit themselves for election.

Following the outcome of the Board evaluation process, the Nomination Committee concluded that each Director, including the Non-Executive Directors:

- i. makes an effective and valuable contribution to Board meetings, and to the meetings of the committees on which they sit; and
- ii. demonstrates commitment to their roles.

The Board of Directors recommends the re-election of the Directors set out in Resolutions 3 to 9. Further details of the activities of the Nomination Committee can be found on pages 102 to 103 of the Annual Report and Accounts.

Biographical details of all Directors standing for election are given in Appendix 1 on pages 11 and 12 and can be found on pages 86 and 87 of the Annual Report and Accounts. They are also available on the Company's website at [ascential.com/investors/board-of-directors](https://www.ascential.com/investors/board-of-directors).

Resolutions 10 and 11

Auditors are required to be appointed, or re-appointed at each Annual General Meeting at which accounts are presented. Resolution 10 proposes that KPMG LLP be re-appointed as Auditor of the Company (and the group of companies to which it belongs) and that they hold office from the conclusion of this AGM until the conclusion of the next general meeting at which accounts are presented.

Resolution 11 follows usual practice in corporate governance by separately seeking authority for the Board to determine the remuneration of the Auditor. The Audit Committee considers and approves the remuneration of the Auditor and makes its recommendation to the Board.

Resolution 12

Part 14 of the 2006 Act prohibits companies from making political donations exceeding £5,000 in aggregate in any 12 month period to: (i) political parties; (ii) other political organisations; and (iii) independent election candidates and from incurring political expenditure without shareholders' consent. However, as the definitions used in the 2006 Act are quite broad, it is possible that normal business activities and expenditure (such as knowledge and content gathering at major party conferences and the related expenses of attendance), which might not be thought to be political donations or expenditure in the usual sense, could be caught.

It remains the policy of the Company not to make political donations or incur political expenditure within the ordinary meaning of those words and the Board has no intention of using the authority for that purpose. The authority being sought in this Resolution will not change that policy, but is being sought as a precaution to ensure that the Company's normal business activities do not infringe the 2006 Act.

Resolution 13

Resolution 13 is proposed as an ordinary resolution and seeks the approval of shareholders, pursuant to the provisions of section 551 of the 2006 Act, to confer on the Board the authority to allot shares in the Company, or to grant Rights. The Board's existing authority expires at the close of the forthcoming AGM. If passed, the authority would permit the allotment of relevant securities with an aggregate nominal amount of £1,485,698 (representing 148,569,800 Ordinary Shares). This nominal amount represents approximately one-third of the issued share capital of the Company as at 4 April 2024 (being the latest practicable date prior to publication of this Notice), save in connection with a fully pre-emptive offer in which case the authority would permit the allotment of equity securities with an aggregate nominal amount of £2,971,397 (representing 297,139,700 Ordinary Shares). This nominal amount represents approximately two-thirds of the issued share capital of the Company as at 4 April 2024 (being the latest practicable date prior to publication of this notice), such amount to be reduced by the aggregate nominal amount issued under paragraph (a)(i) of Resolution 13.

If approved, the authority will expire at the close of the Company's next AGM or, if earlier, 15 months from the date of the passing of the resolution, being 9 August 2025, unless such authority is renewed prior to this time. The terms of this Resolution are in accordance with the latest institutional guidance (Share Capital Management Guidelines) issued by the Investment Association ('IA'). The Board is seeking the authority under this Resolution to ensure that the Company has maximum flexibility in managing the Company's resources. The Board would use this authority only if satisfied at the time that to do so would be in the interests of the Company. The Board has no present intention of exercising this authority except as is required in connection with the proposed consolidation and division of the Company's share capital for which the Company has sought shareholder approval at a general meeting to be held on 22 April 2024 (the "Share Consolidation") (i.e. in order to ensure that a whole number of new Ordinary Shares in the capital of the Company is created following the implementation of the Share Consolidation, it is proposed that the Company may issue a small number of Ordinary Shares to one of the Company's employee benefit trusts) and that they intend to satisfy options and awards under the Company's option and incentive schemes. However, if the Board does decide to exercise the authority otherwise, the Company intends to follow best practice as regards to its use as recommended by the IA. At the date of this Notice, no shares are held by Ascential in treasury.

Subject to shareholder approval of the Share Consolidation and from the date on which the Share Consolidation takes effect, the Board shall apply the ratio used for the Share Consolidation to any authority granted by shareholders under this Resolution 13 such that it is reduced by an amount proportionate to the new issued share capital of the Company following the Share Consolidation. In this way, in no event shall the Board exercise an authority (i) under paragraph a) i) of Resolution 13 which exceeds a nominal amount representing approximately one-third of the issued share capital of the Company following the Share Consolidation; and (ii) under paragraph a) ii) of Resolution 13 which exceeds a nominal amount representing approximately two-thirds of the issued share capital of the Company following the Share Consolidation.

Resolution 14

Conditional share awards were granted to Duncan Painter (the former CEO of the Company) and Mandy Gradden (the CFO of the Company) under the Ascential plc Executive Performance Share Plan (adopted by the Board on 11 January 2016) (the "PSP") over 381,626 and 225,229 Ordinary Shares respectively (the "Awards") on 1 October 2020.

Currently, the performance condition applying to the Awards measures the Company's total shareholder return ("TSR") performance over the period commencing on 1 October 2020 and ending on 30 September 2023 relative to the TSR performance of a comparator group of companies comprising the constituents of the FTSE 250 Index (excluding investment trusts) as on 1 October 2020 over the same period (such period being the "Performance Period").

The purpose of Resolution 14, which is proposed as an ordinary resolution, is to approve a proposed amendment to the performance condition by the Company's Remuneration Committee (the "Committee") in exercise of its power under rule 15 of the PSP. The proposed amendment will extend the Performance Period for an additional year, such that it will still begin on 1 October 2020, but will instead end on 30 September 2024.

The Committee considers that extending the Performance Period is appropriate for the following reasons:

- The purpose of the original performance condition was to align participants in the Plan with the shareholder experience through the Performance Period. Given the managed separation of the Company that was announced in January 2023, the share price at the end of the current Performance Period did not, in the opinion of the Committee, reflect the value that was being created by the process of separation. This was because as at 30 September 2023, the Company remained in a closed period, as work was ongoing on the terms of the business separation with the sale proceeds for both the Digital Commerce and WGSN businesses yet to be announced to the market at that point in time. As a result, it was not considered appropriate to test the condition using an end share price that fell within a closed period.
- Following the announcement of the details of the sale of the Digital Commerce and WGSN businesses on 30 October 2023 for a combined enterprise value of £1.4 billion and cash proceeds of £1.2 billion, the Committee considered whether it would be appropriate to test the condition at that time. The conclusion was that, while it was possible, the actual value to be created by the process of separation was yet to be reflected in the Company's share price as the sales of the businesses had yet to be completed and the details of the return of value to shareholders had yet to be determined.
- As a result, the Committee determined that the route to best reflect the original intention of the Award (i.e. aligning Mr Painter and Ms Gradden with the underlying return generated for shareholders during the Performance Period) was to test the performance condition over a longer period to 30 September 2024. This will enable the full period to have elapsed from the announcement of the business separation until its conclusion (i.e. enabling the market to fairly assess the value created from the strategic review as first contemplated, through agreeing and completing the sales of key businesses and effecting the return of value to shareholders).
- For completeness, at each of the dates below the Committee did consider whether it could have tested the condition but concluded that given the exceptional circumstance of the business separation and return of value that it was more appropriate to run the Performance Period to 30 September 2024:

- 11 April 2022: announcement that the Company was undertaking a strategic review process.
- 25 January 2023: announcement of the conclusions of the strategic review process that would result in a complete business restructure.
- 30 October 2023: announcement of the sale of Digital Commerce and WGSN businesses.
- 2 January 2024: announcement of the completion of the sale of the Digital Commerce business.
- 1 February 2024: announcement of the completion of the sale of WGSN.
- 21 March 2024: announcement of the Company's unaudited results for the year ended 31 December 2023 and the structure of the proposed return of value of £850 million to shareholders (the "Return of Value").
- 4 April 2024: announcement of further details in respect of the Return of Value and publication of a shareholder circular in connection with the proposed tender offer and Share Consolidation.

Given the process connected with the Return of Value is ongoing, the Committee is comfortable that extending the period to 30 September 2024 is appropriate and will result in the performance condition to which the Awards are subject fulfilling its original intent.

TSR will be measured using the relevant return indices calculated for the Company and the comparator companies based on the three month average over the period to 30 September 2020 (the opening TSR) and the three months ending 30 September 2024 (the end TSR) by which time it is expected the full process of returning the value to shareholders noted above will have been completed.

Resolutions 15 and 16

Pursuant to the provisions of sections 570 and 573 of the 2006 Act, Resolutions 15 and 16 propose to waive the statutory pre-emption rights application to the allotment of equity securities for cash (or sale of treasury shares for cash). Equity securities include Ordinary Shares in the Company. The limits in Resolutions 15 and 16 are in line with those set out in the Pre-Emption Group's Statement of Principles issued in November 2022, which supports the annual disapplication of pre-emption rights in respect of allotment of shares and other equity securities and sales of treasury shares for cash representing no more than 10% of the issued ordinary capital (exclusive of treasury shares), without restriction as to the use of proceeds of those allotments. In addition, the revised Statement of Principles supports the annual disapplication of pre-emption rights in respect of all allotments of shares and sales of treasury shares for cash representing no more than an additional 10% of the Company's issued share capital (exclusive of treasury shares), to be used in connection with an acquisition or specified capital investment.

Resolution 15 allows the Board to issue equity securities and to sell treasury shares for cash on a non-pre-emptive basis:

- i. to holders of Ordinary Shares in proportion to their existing shareholdings and to holders of other equity securities as required by the rights of those securities or as the Board considers necessary or appropriate to deal with fractions, overseas entitlements and other practical considerations, for example in the case of a rights issue or other similar share issues; and
- ii. otherwise up to an aggregate nominal value of £445,709 (representing 44,570,900 Ordinary Shares). This nominal value represents 10 per cent. of the Company's issued share capital as at 4 April 2024, being the latest practicable date prior to the date of this Notice; and

- iii. a further authority of up to an aggregate nominal amount equal to 20% of any allotments or sales under Resolution 15(b) to be used only for the purposes of making a follow-on offer of the kind contemplated by paragraph 3 of Section 2B of the Pre-Emption Group Statement of Principles.

Resolution 16 then seeks this separate authority to issue equity securities and to sell treasury shares for cash on a non-pre-emptive basis:

- i. up to a total nominal value of £445,709 (representing 44,570,900 Ordinary Shares which is 10 per cent. of the Company's issued share capital as at 4 April 2024, being the latest practicable date prior to the date of this Notice) provided that such power is only used for the purposes of financing (or refinancing, if the authority is to be used within twelve months after the original transaction) a transaction which the Board determines to be an acquisition or specified capital investment as contemplated by the revised Statement of Principles referred to above; and
- ii. a further authority of up to an aggregate nominal amount equal to 20% of any allotments or sales under Resolution 16(a) to be used only for the purposes of making a follow-on offer of the kind contemplated by paragraph 3 of Section 2B of the Pre-Emption Group Statement of Principles.

Resolutions 15 and 16 have been separated in accordance with the guidance issued by the Pre-Emption Group. If the Company makes a non-pre-emptive issue of Ordinary Shares for cash using the power conferred by Resolution 15 or 16 above, the Directors confirm that the Company will comply with the shareholder protections contained in Part 2B of the Pre-Emption Group's Statement of Principles regarding how such an issue should be carried out. Among other things, the Directors will give due consideration to the possibility of giving retail investors and other existing investors who are not allocated shares an opportunity to subscribe for Ordinary Shares at a similar price. Resolution 15(c) and Resolution 16(b) are intended to enable the Company to do this by making a follow-on offer to such investors, as described above.

If approved, the authorities granted under Resolutions 15 and 16 will expire at the close of the Company's next Annual General Meeting or, if earlier, 15 months from the date of the passing of the resolution, being 9 August 2025 unless such authority is renewed prior to this time.

Subject to shareholder approval of the Share Consolidation and from the date on which the Share Consolidation takes effect, the Board shall apply the ratio used for the Share Consolidation to any authority granted by Shareholders under Resolutions 15 and 16 such that they are reduced by an amount proportionate to the new issued share capital of the Company following the Share Consolidation. In this way, in no event shall the Board exercise an authority (i) under Resolution 15(b) which exceeds a nominal amount representing 10 per cent. of the issued share capital of the Company following the Share Consolidation; and (ii) under Resolution 16(a) which exceeds a nominal amount representing 10 per cent. of the issued share capital of the Company following the Share Consolidation.

The Board has no current intention to exercise this authority, except as is required in connection with the Share Consolidation (i.e. in order to ensure that a whole number of new Ordinary Shares is created following the implementation of the Share Consolidation, it is proposed that may issue a small number of Ordinary Shares to one of Ascential's employee benefit trusts).

Resolution 17

Resolution 17 authorises the Company to make market purchases of Ordinary Shares as permitted by the 2006 Act. The authority limits the number of Ordinary Shares that could be purchased to a maximum of 44,570,958 (representing approximately 10 per cent. of the Company's issued share capital as at 4 April 2024, being the latest practicable date prior to the publication of this document) and sets minimum and maximum prices. If approved this authority will expire at the close of the Company's next Annual General Meeting or, if earlier, 15 months from the date of the passing of the Resolution, being the close of business on 9 August 2025, unless such authority is renewed prior to this time. Ordinary Shares purchased by the Company may either be cancelled or held in treasury (following which they may then be sold or transferred out of treasury and cancelled), depending on which course of action is considered by the Board to be in the best interests of shareholders at the time. The maximum price which may be paid for an Ordinary Share in the Company is the highest of (i) an amount equal to five per cent above the average market value for an Ordinary Share in the Company for the five business days immediately preceding the date of the purchase; and (ii) the higher of the price of the last independent trade and the highest current independent bid on the trading venue where the purchase is carried out at the relevant time.

The Board currently anticipates that some or all of this authority will be utilised in advance of the Company's next Annual General Meeting, in connection with the Return of Value as described in the shareholder circular published on 4 April 2024. The Company purchased no Ordinary Shares in the period from the last Annual General Meeting to 4 April 2024, under the existing authority to make market purchase of Ordinary Shares.

The Directors will exercise this authority only when to do so would be in the best interests of the Company, and of its shareholders generally, and could be expected to result in an increase in the earnings per share of the Company.

The Company has options and awards outstanding under existing share schemes over an aggregate of Ordinary Shares, representing approximately 1.58% of the Company's issued ordinary share capital as at 4 April 2024, the latest practicable date prior to the publication of this Notice. This would represent approximately 1.75% of the Company's issued share capital if the proposed authority being sought at the AGM to buy back 44,570,958 Ordinary Shares was exercised in full (and all of the repurchased Ordinary Shares were cancelled).

Subject to shareholder approval of the Share Consolidation and from the date on which the Share Consolidation takes effect, the Board shall apply the ratio used for the Share Consolidation to any authority granted by Shareholders under this Resolution 17 such that they are reduced by an amount proportionate to the new issued share capital of the Company following the Share Consolidation. In this way, in no event shall the Board exercise an authority under Resolution 17 which exceeds a nominal amount representing 10 per cent. of the issued share capital of the Company following the Share Consolidation.

Resolution 18

The Board would like to be able to call general meetings (other than Annual General Meetings) on 14 clear days' notice, rather than the 21 clear days' notice stipulated in the 2006 Act. The 14 clear days' notice period would only be used in exceptional circumstances, where the flexibility is merited by the business of the meeting and is thought to be in the interests of the shareholders as a whole.

The Company offers a facility for all shareholders to vote by electronic means. This is accessible to all shareholders and would be available if the Company was to call a meeting on 14 clear days' notice. The Company also provides the ability to appoint proxies electronically.

This Resolution will be passed as a special resolution and, if approved, will grant authority effective until the Company's next AGM (or, if earlier, until the close of business on 9 August 2025). The Board intends to seek this authority each year.

Shareholder notes

Notice of AGM

A copy of this Notice and other information required by section 311A of the 2006 Act, is available on the Company's website at [ascential.com/investors/shareholders/gm](https://www.ascential.com/investors/shareholders/gm).

Electronic communications

Any website or electronic address (within the meaning of section 333(4) of the 2006 Act) provided either in this Notice or in any related documents (including the Form of Proxy) may not be used to communicate with the Company for any purposes other than those expressly stated.

Voting

All resolutions put to the AGM will be decided by poll. A 'Not voted' option is provided on the Form of Proxy accompanying this Notice, the purpose of which is to enable a member to withhold their vote on any particular resolution. It should be noted that a vote withheld is not a vote in law and will not be counted in the calculation of the proportion of votes for or against a resolution.

Right to attend, speak and vote at the AGM

Only those shareholders registered in the register of members of the Company at 6.30pm (UK time) on Tuesday 7 May 2024 shall be entitled to attend or vote at the AGM in respect of the number of shares registered in their name at that time.

If the meeting is adjourned, the Company specifies that only shareholders entered on the Company's register of members not later than 6.30pm (UK time) on the day two days prior (not counting days that are not business days) to the reconvened meeting shall be entitled to attend and vote at the meeting. Changes to the register of members after the relevant deadline will be disregarded in determining the rights of any person to attend and vote.

Any shareholder attending the meeting has the right to ask questions. The Company must provide an answer to any such question relating to the business being dealt with at the meeting but no such answer need be given if:

- i. to do so would interfere unduly with the preparation for the meeting or involve the disclosure of confidential information;
- ii. the answer has already been given on a website in the form of an answer to a question; or
- iii. it is undesirable in the interests of the Company or the good order of the meeting that the question be answered.

Members satisfying the threshold requirements in section 527 of the 2006 Act can require the Company to publish a statement on its website setting out any matter relating to: (a) the audit of the Company's accounts (including the Auditor's report and the conduct of the audit) that are to be laid before the AGM; or (b) any circumstances connected with an Auditor of the Company ceasing to hold office since the last meeting at which accounts and reports were laid in accordance with section 437 of the 2006 Act, which members propose to raise at the meeting.

The Company may not require the Shareholders requesting any such website publication to pay its expenses in complying with sections 527 or 528 of the 2006 Act. Any statement placed on the website must also be sent to the Company's Auditors no later than the time it makes its statement available on the website. The business which may be dealt with at the AGM includes any statement that the Company has been required to publish, under section 527 of the 2006 Act, on its website.

Processing of personal data

Personal data provided by shareholders at or in relation to the AGM (including names, contact details, votes and Shareholder Reference Numbers) will be processed in line with the company's privacy policy which is available at <https://www.ascential.com/site-services/privacy-policy>.

Proxies

Shareholders are entitled to appoint one or more proxies to exercise all or any of their rights to attend and to speak and vote on their behalf at the meeting. A proxy need not be a member of the Company.

A shareholder may appoint more than one proxy in relation to the AGM provided that each proxy is appointed to exercise the rights attached to a different share or shares held by that member. A shareholder appointing more than one proxy should indicate the number of shares for which each proxy is authorised to act on his or her behalf.

A Form of Proxy which may be used to make such appointment and give proxy instructions accompanies this Notice. You can only appoint a proxy using the procedures set out in these notes and the notes to the Form of Proxy. To be valid, any Form of Proxy, and the original (or a certified true copy) of any power of attorney or other authority under which the Form of Proxy is signed must be deposited at the offices of the Company's registrar, whose address is shown on the enclosed reply paid envelope, no later than 9.00am (UK time) on 7 May 2024.

Alternatively, shareholders may register the appointment of a proxy electronically by logging onto sharevote.co.uk.

In the case of joint holders, any one of the holders may sign the Form of Proxy. Where more than one of the joint holders purports to appoint a proxy, only the appointment submitted by the most senior holder will be accepted. Seniority is determined by the order in which the names of the joint holders appear in the Company's register in respect of the joint holding (the first named being the most senior).

Electronic proxy appointments must be received by Equiniti no later than 9.00am (UK time) on Tuesday 7 May 2024. A proxy appointment made electronically will not be valid if sent to any address other than those provided or if received after 9.00am (UK time) on Tuesday 7 May 2024.

The return of a completed Form of Proxy, other such instrument or any CREST Proxy Instruction will not prevent a member attending the AGM and voting in person if he/she wishes to do so.

Corporate representatives

Any corporation which is a member can appoint one or more corporate representatives who may exercise on its behalf all of its powers as a member provided that they do not do so in relation to the same shares.

CREST

CREST members who wish to appoint a proxy or proxies through the CREST electronic proxy appointment service may do so for the AGM to be held on Thursday 9 May 2024 and any adjournment(s) thereof by using the procedures described in the CREST Manual which can be viewed at www.euroclear.com.

In order for a proxy appointment made by means of CREST to be valid, the appropriate CREST message (a 'CREST Proxy Instruction') must be properly authenticated in accordance with Euroclear UK & Ireland Limited's specifications and must contain the information required for such instructions, as described in the CREST Manual (available via www.euroclear.com). The message, regardless of whether it constitutes the appointment of proxy or an amendment to the instruction given to a previously appointed proxy, must, in order to be valid, be transmitted so as to be received by the Company's agent (RA19) by the latest time for receipt of proxy appointments specified in this Notice. For this purpose, the time of receipt will be taken to be the time (as determined by the timestamp applied to the message by the CREST Applications Host) from which the Company's agent is able to retrieve the message by enquiry to CREST in the manner prescribed by CREST. After this time any change of instructions to proxies appointed through CREST should be communicated to the appointee by other means. The Company may treat as invalid a CREST Proxy Instruction in the circumstances set out in Regulation 35(5)(a) of the Uncertificated Securities Regulations 2001.

CREST members and, where applicable, their CREST sponsors or voting service providers should note that Euroclear UK & Ireland Limited does not make available special procedures in CREST for any particular messages. Normal system timings and limitations will therefore apply in relation to the input of CREST Proxy Instructions. It is the responsibility of the CREST member concerned to take (or, if the CREST member is a CREST Personal Member or sponsored member or has appointed a voting service provider(s), to procure that his/her CREST sponsor or voting service provider(s) take(s)) such action as shall be necessary to ensure that a message is transmitted by means of the CREST system by any particular time. In this connection, CREST members and, where applicable, their CREST sponsors or voting service providers are referred, in particular, to those sections of the CREST Manual concerning practical limitations of the CREST system and timings.

If you are an institutional investor you may be able to appoint a proxy electronically via the Proxymity platform, a process which has been agreed by the Company and approved by the Registrar. For further information regarding Proxymity, please go to www.proxymity.io. Your proxy must be lodged by 9.00am (UK time) on 7 May 2024 in order to be considered valid. Before you can appoint a proxy via this process you will need to have agreed to Proxymity's associated terms and conditions. It is important that you read these carefully as you will be bound by them and they will govern the electronic appointment of your proxy.

Nominated persons

Any person to whom this Notice is sent who is a person nominated under section 146 of the 2006 Act to enjoy information rights (a 'Nominated Person') may, under an agreement between him/her and the shareholder by whom he/she was nominated, have a right to be appointed (or to have someone else appointed) as a proxy for the AGM. If a Nominated Person has no such proxy appointment right or does not wish to exercise it, he/she may, under any such agreement, have a right to give instructions to the shareholder as to the exercise of voting rights.

The statement of the rights of shareholders in relation to the appointment of proxies in the section titled 'Proxies' above does not apply to Nominated Persons. The rights described in this section can only be exercised by shareholders of the Company.

Nominated Persons are reminded that they should contact the registered holder of their Ordinary Shares (and not the Company) on matters related to their investments in the Company.

Documents for inspection

The following documents may be inspected at the registered office of the Company during normal business hours from the date of this Notice to the date of the AGM (except Saturdays, Sundays and public holidays) and at the place of the AGM from 8.30am (UK time) until the conclusion of the AGM:

- Executive Directors' service contracts;
- Directors' deeds of indemnity;
- Non-Executive Directors terms and conditions of appointment and letters of appointment; and
- a copy of the Articles of Association of the Company.

Total voting rights

As at 4 April 2024, being the latest practicable date prior to the publication of this Notice, the Company's issued share capital consisted of 445,709,585 Ordinary Shares. Each Ordinary Share carries one vote. Therefore the total voting rights in the Company as at 4 April 2024 are 445,709,585. At the date of this Notice, no Ordinary Shares are held by the Company in treasury.

Information about the AGM

Date Thursday 9 May 2024

Time 9.00am (UK time)

At the Rosewood Hotel, 252 High Holborn, London WC1V 7EN .
The Rosewood Hotel is accessible by wheelchair users.

Appendix 1

BIOGRAPHIES OF THE DIRECTORS SEEKING ELECTION

Scott Forbes

Appointed to the Board: January 2016

Meetings attended: 14/14

Committees:

Nomination Committee

Independent: Yes (upon appointment)

Key areas of prior experience

Board and committee chairing, business strategy, digital marketplaces, operations, finance, mergers & acquisitions and capital markets

Current external appointments:

Chairman, Cars.com

Senior Independent Director and Remuneration Chair, Auction Technology Group

Previous experience:

Chairman, Rightmove plc

Chairman, Orbitz Worldwide

Non-Executive Director, Travelport Worldwide

Group Managing Director, Cendant Corporation

Philip Thomas

Appointed to the Board: January 2024

Meetings attended: n/a

Committees: None

Independent: No

Key areas of prior experience

Digital transformation, media products & platforms, scaling event operations, global business expansion, marketing effectiveness, creative excellence

Current external appointments:

Chair, Media Trust

Member, BBC Advisory Board on AI Personalised Content

Previous experience:

President, Ascential Futures

Chief Executive, Cannes Lions

Managing Director, EMAP Australia and SE Asia

Managing Director, FHM

Mandy Gradden

Appointed to the Board: January 2013

Meetings attended: 14/14

Committees: None

Independent: No

Key areas of prior experience

Chartered accountant, corporate finance, mergers & acquisitions, financial restructuring, transformation

Current external appointments:

Chair, Listing Authority Advisory Panel, FCA

Non-Executive Director, Spectris plc

Previous experience:

Non-Executive Director and Chair of the Audit Committee, SDL plc

CFO, Torex Retail Holdings Limited

CFO, Detica Group plc

Telewest plc

Dalgety plc

Price Waterhouse

Suzanne Baxter

Appointed to the Board: January 2021

Meetings attended: 11/14

Committees: Audit Committee (Chair), Nomination Committee

Independent: Yes

Key areas of prior experience

Chartered accountant, corporate finance, mergers & acquisitions, business services, audit, transformation

Current external appointments:

Non-Executive Director and Audit Committee

Chair, Auction Technology Group plc

External Board member and Audit Committee

Chair, Pinsent Masons International LLP

Member of Audit Partner Remuneration and

Admissions Committee and Independent

Non-Executive, Public Interest Body of

PricewaterhouseCoopers

Previous experience:

Audit Committee Chair, WH Smith plc

CFO, Mitie Group plc

Rita Clifton

Appointed to the Board: May 2016

Meetings attended: 13/14

Committees: Nomination Committee (Chair), Remuneration Committee
Audit Committee

Independent: Yes

Key areas of prior experience

Brands, brand strategy, business leadership, global account sales, CPG
voice of consumer

Current external appointments:

Deputy Chair and Non-Executive Director, John Lewis Partnership
Chair, Forum for the Future
Trustee, Green Alliance

Previous experience:

Non-Executive Director, Nationwide Building Society
Non-Executive Director, Asos plc
Vice Chairman and Strategy Director, Saatchi & Saatchi
CEO and Chairman, Interbrand
Non-Executive Director, Sustainable Development Commission,
Trustee and Fellow, World Wildlife Foundation

Gillian Kent

Appointed to the Board: January 2016

Meetings attended: 13/14

Committees: Audit Committee, Remuneration Committee

Independent: Yes

Key areas of prior experience

Digital media, marketing, brands, remuneration, transformation,
technology, strategy and voice of the consumer & customer

Current external appointments:

Non-Executive Director, Mothercare plc
Non-Executive Director, SIG plc
Non-Executive Director, Marlowe plc
Non-Executive Director, THG plc

Previous experience:

Non-executive Director, Pendragon plc
Non-Executive Director, NAHL Group plc
Non-Executive Director, Dignity plc

Judy Vezmar

Appointed to the Board: January 2016

Meetings attended: 11/14

Committees: Remuneration Committee (Chair), Nomination
Committee

Independent: Yes

Key areas of prior experience

Global portfolio leadership, talent management, remuneration, voice
of the consumer, global account management

Current external appointments:

Engagement Non-Executive Director, SSP Group plc

Previous experience:

CEO, LexisNexis International
Executive, Xerox Corporation
Non-Executive Director, Rightmove plc