

20 April 2023

Fadel Partners, Inc.

('FADEL', the 'Company' or, together with its subsidiaries, the 'Group')

Change of Investment Manager/ Holdings in Company

Fadel Partners, Inc., a brand compliance, rights and royalty management software provider, announces that on 18 April 2023 the Company was notified that effective from 18 April 2023 the investment manager agreement ("Investment Manager") for the common shares held by Impact Fund by MEVP Holding SAL ("Impact Fund") has transferred to Capital PE Holding SAL ("Capital PE").

The Investment Manager's obligations under the relationship and lock in agreements, as documented in the Company's Admission Document dated 2 April 2023 will transfer to Capital PE.

For further information please contact:

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Vicary Gibbs, Chief Financial Officer

Via Alma PR

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About FADEL Partners Inc.

FADEL is a developer of cloud based brand compliance and rights and royalty management software, working with some of the world's leading licensors and licensees across media, entertainment, publishing, consumer brands and hi-tech/gaming companies. The Group combines the power of rights management and content compliance with sophisticated content services, AI-powered visual search and image and video recognition.

FADEL has two solutions, being IPM Suite (rights and royalty management for publishers and licensing) and Brand Vision (an integrated platform for Brand Compliance & Monitoring that includes Content Services, Digital Rights Management, AI-Powered Content Tracking, a Brand Monitor, and 100 million Ready-to-License Images).

The Group's main country of operation is the United States, where it is headquartered in New York, with further operations in the UK, Lebanon, France, Canada and India. Founded in 2003 by Tarek Fadel (Chief Executive Officer), FADEL has since grown to a team of 116 full time employees, plus an additional pool of c.50-60 contractors.

For more information please visit the Group's website at: www.fadel.com.

TR-1: Standard form for notification of major holdings

NOTIFICATION OF MAJOR HOLDINGS (to be sent to the relevant issuer <u>and</u> to the FCA in Microsoft Word format if possible) ⁱ	
1a. Identity of the issuer or the underlying issuer of existing shares to which voting rights are attached ⁱⁱ :	Fadel Partners, Inc.
1b. Please indicate if the issuer is a non-UK issuer (please mark with an "X" if appropriate)	
Non-UK issuer	X
2. Reason for the notification (please mark the appropriate box or boxes with an "X")	
An acquisition or disposal of voting rights	
An acquisition or disposal of financial instruments	
An event changing the breakdown of voting rights	
Other (please specify) ⁱⁱⁱ :	X
3. Details of person subject to the notification obligation ^{iv}	
Name	Capital PE Holding SAL

City and country of registered office (if applicable)		Lebanon		
4. Full name of shareholder(s) (if different from 3.) ^v				
Name		Impact Fund by MEVP Holding SAL		
City and country of registered office (if applicable)		Lebanon		
5. Date on which the threshold was crossed or reached ^{vi} :		18/04/23		
6. Date on which issuer notified (DD/MM/YYYY):		18/04/23		
7. Total positions of person(s) subject to the notification obligation				
	% of voting rights attached to shares (total of 8. A)	% of voting rights through financial instruments (total of 8.B 1 + 8.B 2)	Total of both in % (8.A + 8.B)	Total number of voting rights held in issuer (8.A + 8.B) ^{vii}
Resulting situation on the date on which threshold was crossed or reached	29.0		29.0	5,796,821
Position of previous notification (if applicable)	29.0			

8. Notified details of the resulting situation on the date on which the threshold was crossed or reached ^{viii}					
A: Voting rights attached to shares					
Class/type of shares ISIN code (if possible)	Number of voting rights ^{ix}		% of voting rights		
	Direct (DTR5.1)	Indirect (DTR5.2.1)	Direct (DTR5.1)	Indirect (DTR5.2.1)	
USU3033R1024		5,796,821		29.0	
SUBTOTAL 8. A	5,796,821		29.0		
B 1: Financial Instruments according to DTR5.3.1R (1) (a)					
Type of financial instrument	Expiration date ^x	Exercise/ Conversion Period ^{xi}	Number of voting rights that may be acquired if the instrument is exercised/converted.	% of voting rights	
		SUBTOTAL 8. B 1			
B 2: Financial Instruments with similar economic effect according to DTR5.3.1R (1) (b)					
Type of financial instrument	Expiration date ^x	Exercise/ Conversion Period ^{xi}	Physical or cash Settlement ^{xii}	Number of voting rights	% of voting rights
			SUBTOTAL 8.B.2		

9. Information in relation to the person subject to the notification obligation (please mark the applicable box with an "X")			
Person subject to the notification obligation is not controlled by any natural person or legal entity and does not control any other undertaking(s) holding directly or indirectly an interest in the (underlying) issuer ^{xiii}			
Full chain of controlled undertakings through which the voting rights and/or the financial instruments are effectively held starting with the ultimate controlling natural person or legal entity (please add additional rows as necessary) ^{xiv}			X
Name ^{xv}	% of voting rights if it equals or is higher than the notifiable threshold	% of voting rights through financial instruments if it equals or is higher than the notifiable threshold	Total of both if it equals or is higher than the notifiable threshold
Capital PE Holding SAL	29.0		29.0
MEVP Lebanon Holding SAL	29.0		29.0

10. In case of proxy voting, please identify:	
Name of the proxy holder	
The number and % of voting rights held	
The date until which the voting rights will be held	

11. Additional information ^{xvi}
Change of investment manager

Place of completion	Beirut, Lebanon
Date of completion	18/04/23

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