

TR-1: Standard form for notification of major holdings

1. Issuer Details

ISIN

GB00BF52QY14

Issuer Name

MIRRIAD ADVERTISING PLC

UK or Non-UK Issuer

UK

2. Reason for Notification

An acquisition or disposal of voting rights

3. Details of person subject to the notification obligation

Name

M&G Plc

City of registered office (if applicable)

London

Country of registered office (if applicable)

United Kingdom

4. Details of the shareholder

Full name of shareholder(s) if different from the person(s) subject to the notification obligation, above

City of registered office (if applicable)

Country of registered office (if applicable)

5. Date on which the threshold was crossed or reached

29-Dec-2023

6. Date on which Issuer notified

02-Jan-2024

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
Resulting situation on the date on which threshold was crossed or reached	13.724705	0.000000	13.724705	67156273
Position of				

Position of previous notification (if applicable)	14.337814	0.000000	14.337814	
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8. Notified details of the resulting situation on the date on which the threshold was crossed or reached

8A. Voting rights attached to shares

Class/Type of shares ISIN code (if possible)	Number of direct voting rights (DTR5.1)	Number of indirect voting rights (DTR5.2.1)	% of direct voting rights (DTR5.1)	% of indirect voting rights (DTR5.2.1)
GB00BF52QY14		67156273		13.724705
Sub Total 8.A	67156273		13.724705%	

8B1. Financial Instruments according to (DTR5.3.1R.(1) (a))

Type of financial instrument	Expiration date	Exercise/conversion period	Number of voting rights that may be acquired if the instrument is exercised/converted	% of voting rights
Sub Total 8.B1				

8B2. Financial Instruments with similar economic effect according to (DTR5.3.1R.(1) (b))

Type of financial instrument	Expiration date	Exercise/conversion period	Physical or cash settlement	Number of voting rights	% of voting rights
Sub Total 8.B2					

9. Information in relation to the person subject to the notification obligation

2. 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 entities (please add additional rows as necessary)

Ultimate controlling person	Name of controlled undertaking	% 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
M&G Plc	M&G Plc (Parent company)	13.724705		13.724705%
M&G Plc	M&G Group Regulated Entity Holding Company Limited (wholly owned subsidiary of M&G Plc)	13.724705		13.724705%
M&G Plc	M&G Group Limited (wholly owned subsidiary of M&G Group Regulated Entity Holding Company Limited)	13.724705		13.724705%
M&G Plc	M&G FA Limited (wholly owned subsidiary of M&G Group Limited)	13.724705		13.724705%

M&G Plc	M&G Investment Management Limited (wholly owned subsidiary of M&G FA Limited)	13.724705		13.724705%
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10. In case of proxy voting

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

12. Date of Completion

02-Jan-2024

13. Place Of Completion

London, United Kingdom

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