

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**

Rathbones Investment Management Ltd

**City of registered office (if applicable)**

London

**Country of registered office (if applicable)**

United Kingdom

Name	City of registered office	Country of registered office
Investec Wealth & Investment (Channel Islands) Limited	St Peter Port	Guernsey
Investec Wealth & Investment Limited	London	UK

**4. Details of the shareholder**

Name	City of registered office	Country of registered office
Torch Nominees Limited	St Peter Port	Guernsey
Hero Nominees Limited	St Peter Port	Guernsey
Ferlim Nominees Limited	London	UK
Rathbone Nominees Limited	London	UK

**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	% of voting rights through financial	Total of both in	Total number of voting
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	to shares (total of 8.A)	instruments (total of 8.B 1 + 8.B 2)	% (8.A + 8.B)	rights held in issuer
Resulting situation on the date on which threshold was crossed or reached	16.316000	0.000000	16.316000	79835651
Position of previous notification (if applicable)	15.073000	0.000000	15.073000	

## 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		79835651		16.316000
Sub Total 8.A	79835651		16.316000%	

### 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
Rathbones Group plc	Rathbones Investment Management Limited	0.227700		0.227700%
Rathbones Group plc	Investec Wealth & Investment Limited	16.047900		16.047900%
Rathbones Group plc	Investec Wealth & Investment (Channel Islands)	0.040300		0.040300%

## 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****13. Place Of Completion**

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