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**10 June 2024**

**The MISSION Group plc**

**("MISSION", the "Company" or the "Group")**

**RESPONSE TO RULE 2.8 ANNOUNCEMENT BY BRAVE BISON GROUP PLC**

**MISSION** Group plc (AIM: TMG), notes the announcement released earlier today by Brave Bison Group plc ("**Brave Bison**") confirming that it does not intend to make an offer for **MISSION**. As a result, Brave Bison is bound by the restrictions set out in Rule 2.8 of the Takeover Code.

The board of **MISSION** is confident in **MISSION's** standalone prospects. As previously announced on 17 January 2024, the Board of **MISSION** has set out how it expects to realise value for **MISSION's** shareholders through its standalone strategy and execution of the Group's Value Restoration Plan, which is now well underway. The Board of **MISSION** also remains confident that during the remainder of the year, it will deliver on its plan to reduce leverage.

**ENDS**

**ENQUIRIES:**

David Morgan, Non-Executive Chair  
James Clifton, Chief Executive Officer  
Giles Lee, Chief Financial Officer  
**The MISSION Group plc**

Via Houston

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**Publication of this announcement**

In accordance with Rule 26.1 of the Code, a copy of this announcement will be available on the Company's website at <https://www.themission.co.uk/> by no later than 12 noon (London time) on the business day following the date of this announcement. The content of the website referred to in this announcement is not incorporated into and does not form part of this announcement.

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