

Ebiquity Plc

("the Company")

1 July 2024

TOTAL VOTING RIGHTS

Ebiquity plc announces it has issued 1,118 ordinary shares of 25 pence each in the capital of the Company ("Ordinary Shares") following the exercise of options under the Company's share option scheme.

Application has been made for the new Ordinary Shares to be admitted to AIM, with an admission date expected to be 4 July 2024. Upon admission, the shares will rank equally in all respects with the existing Ordinary Shares of the Company.

Following the admission of these shares, the total number of ordinary shares in issue will be 140,487,122 with each share carrying the right to one vote.

The Ebiquity plc Employee Benefit Trust holds 3,879,703 issued Ordinary Shares to satisfy certain LTIP awards for the Company's senior management team. The trustee has agreed not to vote the Ordinary Shares held by it. As such 3,879,703 Ordinary Shares are treated as not carrying voting rights.

The figure of 136,607,419 may be used by shareholders in the Company as the denominator for the calculations by which they will determine if they are required to notify their interest in, or a change to their interest in, the share capital of the Company under the Disclosure Guidance and Transparency Rules.

Change of Name of Nominated Adviser and Broker

The Company also announces that its Nominated Adviser, Financial Adviser and Broker has changed its name to Panmure Liberum Limited following completion of its corporate merger.

Enquiries:

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Mark Murphy / Sam Elder (Corporate Broking)

About Ebiquity plc

Ebiquity plc (LSE AIM: EBQ) is a world leader in media investment analysis. It harnesses the power of data to provide independent, fact-based advice, enabling brand owners to perfect media investment decisions and improve business outcomes. Ebiquity is able to provide independent, unbiased advice and solutions to brands because we have no commercial interest in any part of the media supply chain.

We are a data-driven solutions company helping brand owners drive efficiency and effectiveness from their media spend, eliminating wastage and creating value. We provide analysis and solutions through four Service Lines: Media Management, Media Performance, Marketing Effectiveness, and Contract compliance.

Ebiquity's clients are served by more than 600 media specialists operating from 18 offices covering 80% of the global advertising market.

The Company has the most comprehensive, independent view of today's global media market, analysing US\$55bn of media spend from 75 markets annually, including trillions of digital media impressions. Our Contract compliance division, FirmDecisions, audits US\$40bn of contract value annually.

As a result, more than 70 of the world's top 100 advertisers today choose Ebiquity as a trusted independent media advisor.

For further information, please visit: www.ebiquity.com

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