FORM 8.5 (EPT/NON-RI)
PUBLIC OPENING POSITION DISCLOSURE/DEALING DISCLOSURE BY AN
EXEMPT PRINCIPAL TRADER WITHOUT RECOGNISED INTERMEDIARY ("RI") STATUS
(OR WHERE RI STATUS IS NOT APPLICABLE)
Rule 8.5 of the Takeover Code (the "Code")
KEY INFORMATION

| 1. | KEY INFORMATION | | | | | |
|-----|---|---------------------------------|--|--|--|--|
| (a) | Name of exempt principal trader: | BARCLAYS CAPITAL SECURITIES LTD | | | | |
| (b) | Name of offeror/offeree in relation to whose relevant securities this form relates: | KEYWORDS STUDIOS PLC | | | | |
| (c) | Name of the party to the offer with which exempt principal trader is connected | KEYWORDS STUDIOS PLC | | | | |
| (d) | Date position held/dealing undertaken: | 20 Sep 2024 | | | | |
| (e) | In addition to the company in 1(b) above, is the exempt principal trader making disclosures in respect of any other party to the offer? | NO | | | | |
| 2. | POSITIONS | OF THE EXEMPT PRINCIPAL | | | | |

POSITIONS OF THE EXEMPT PRINCIPAL TRADER

Interests and short positions in the relevant securities of the offeror or offeree (a) to which the disclosure relates following the dealing (if any)

| Class of relevant security: | | 1p ordinary | / | | |
|-----------------------------|---|-------------|-------|-----------------|-------|
| | • | Interests | | Short Positions | |
| | | Number | (%) | Number | (%) |
| (1) | Relevant securities owned | | | | |
| | and/or controlled: | 2,255,503 | 2.80% | 74,627 | 0.09% |
| (2) | Cash-settled derivatives: | | | | |
| | and/or controlled: | 83,446 | 0.10% | 2,235,133 | 2.78% |
| (3) | Stock-settled derivatives (including options) | | | | |
| | and agreements to purchase/sell: | 0 | 0.00% | 0 | 0.00% |
| | • | | | | |
| | TOTAL: | 2,338,949 | 2.91% | 2,309,760 | 2.87% |

(b) Rights to subscribe for new securities (including directors and other executive options)

| Class of relevant security in relation to | |
|---|--|
| which subscription right exists | |
| Details, including nature of the rights | |
| concerned and relevant percentages: | |

3. DEALINGS (IF ANY) BY THE EXEMPT PRINCIPAL TRADER

Purchases and sales (a)

| Class of relevant Purchase/sale security | | Total number of securities | Highest price per unit paid/received | Lowest price per unit paid/received | |
|--|----------------------|----------------------------|--|---|--|
| 1p ordinary | 1p ordinary Purchase | | 24.3040 GBP | 24.2900 GBP | |
| 1p ordinary | Sale | 27,080 | 24.3024 GBP | 24.2800 GBP | |

Cash-settled derivative transactions (b)

| Class of relevant | | | Number of reference | Price per unit |
|-------------------|------|------------------|------------------------|-------------------|
| security | | | securities | |
| 1p ordinary | SWAP | Decreasing Short | 2,141 | 24.2993 GBP |
| 1p ordinary | SWAP | Decreasing Short | 6,651 | 24.3000 GBP |
| 1p ordinary | SWAP | Increasing Short | 15,489 | 24.3000 GBP |
| 1p ordinary | SWAP | Increasing Short | 1,558 | 24.3002 GBP |
| 1p ordinary | CFD | Decreasing Short | 8,901 | 24.3000 GBP |
| 1p ordinary | CFD | Increasing Short | 8,901 | 24.3000 GBP |
| 1p ordinary | CFD | Increasing Short | 142 | 24.3040 GBP |

(i) Writing, selling, purchasing or varying

| Class of | Product description | Writing, purchasing, | Number of | Exercise price | Туре | Expiry date | Option money |
|-------------|------------------------|----------------------|--------------|----------------|------|----------------|-----------------|
| relevant | | selling, | securities | per unit | | | paid/ |
| security | | varying etc | to which | | | | received |
| | | | option | | | | per unit |
| | | | relates | | | | |
| | | | | | | | |

(ii) Exercising

| Class of relevant security | Product description | Exercising/ exercised against | Number of securities | Exercise price per unit |
|----------------------------|---------------------|----------------------------------|-------------------------|-------------------------------|
| | | | | |

(d) Other dealings (including subscribing for new securities)

| Class of relevant security | Nature of Dealings | Details | Price per unit (if applicable) |
|-------------------------------|--------------------|---------|-----------------------------------|
| | | | |

4. OTHER INFORMATION

(a) Indemnity and other dealings arrangements

Details of any indemnity or option arrangement, or any agreement or understanding, formal or informal, relating to relevant securities which may be an inducement to deal or refrain from dealing entered into by the exempt principal trader making the disclosure and any party to the offer or any person acting in concert with a party to the offer:

(b) Agreements, arrangements or understandings relating to options or derivatives

Details of any agreement, arrangement or understanding, formal or informal, between the exempt principal trader making the disclosure and any other person relating to:

(i) the voting rights of any relevant securities under any option; or

(ii) the voting rights of future acquisition or disposal of any relevant securities to which any derivative is referenced:

(c) Attachments

| Is a Supplemental Form 8 (Open Positions) attached? | NO |
|---|--------------------------------------|
| Date of disclosure: | 23 Sep 2024 |
| Contact name: | Large Holdings Regulatory Operations |
| Telephone number: | 020 3134 7213 |

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