

1 October 2024

Videndum plc
Holdings in Company

In conformity with the Transparency Directive Videndum plc (Videndum) is required to announce to the market the receipt of notifications of major interests in shares.

Videndum received the attached notice in accordance with the Disclosure and Transparency Rules that Alantra EQMC Asset Management SGIIC, S.A. has a notifiable interest in the voting rights of 22,286,198 ordinary shares of 20p each in Videndum, representing 23.6579% of Videndum's issued ordinary share capital.

Jon Bolton
Group Company Secretary
020 8332 4600

A snapshot of Videndum plc

Videndum is a leading global provider of premium branded hardware products and software solutions to the growing content creation market. We are organised in three Divisions: Videndum Media Solutions, Videndum Production Solutions and Videndum Creative Solutions.

Videndum's customers include broadcasters, film studios, production and rental companies, photographers, independent content creators, gamers, professional musicians and enterprises. Our product portfolio includes camera supports, video transmission systems and monitors, live streaming solutions, smartphone accessories, robotic camera systems, prompters, LED lighting, mobile power, carrying solutions, backgrounds, motion control, audio capture, and noise reduction equipment.

We employ around 1,600 people across the world in 10 different countries. Videndum plc is listed on the London Stock Exchange, ticker: VID.

More information can be found at: <https://videndum.com/>

LEI number: 2138007H5DQ4X8YOCF14

TR-1: Standard form for notification of major holdings

| | |
|---|--------------|
| 1. Issuer Details | |
| ISIN | GB0009296665 |
| Issuer Name | VIDENDUM 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

Alantra EQMC Asset Management SGIIC, S.A.

City of registered office (if applicable)

Madrid

Country of registered office (if applicable)

Spain

4. Details of the shareholder

| Name | City of registered office | Country of registered office |
|--------------------------------------|---------------------------|------------------------------|
| EQMC Europe Development Capital Fund | Dublin | Ireland |
| EQMC Investment Opportunities I | Dublin | Ireland |
| Mercer QIF Common Contractual Fund | Dublin | Ireland |

5. Date on which the threshold was crossed or reached

26-Sep-2024

6. Date on which Issuer notified

30-Sep-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 | 23.657900 | 0.000000 | 23.657900 | 22286198 |
| Position of previous notification (if applicable) | 22.780000 | 0.000000 | 22.780000 | |

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) |
|---|---|---|------------------------------------|--|
| GB0009296665 | 0 | 22286198 | 0.000000 | 23.657900 |
| Sub Total 8.A | 22286198 | | 23.657900% | |

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 |
|---|--------------------------------------|--|--|---|
| Alantra EQMC Asset Management SGIIC, S.A. | EQMC Europe Development Capital Fund | | | |
| Alantra EQMC Asset Management SGIIC, S.A. | Mercer QIF Common Contractual Fund | | | |
| Alantra EQMC Asset Management SGIIC, S.A. | EQMC Investment Opportunities I | | | |

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

30-Sep-2024

13. Place Of Completion

Madrid

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