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8 October 2024

Ascential plc ("Ascential")

2.9 Announcement and Total Voting Rights

In accordance with Rule 2.9 of the City Code on Takeovers and Mergers (the "Code"), and further to the announcement made on 4 October 2024, Ascential confirms that as at the date of this announcement, it has in issue 210,787,859 ordinary shares with a nominal value of 1.7 pence each ("Ascential Shares"). The Ascential Shares are admitted to trading on the Main Market of the London Stock Exchange. Each Ascential Share carries the right to one vote. Ascential does not hold any Ascential Shares in treasury as at the date of this announcement.

The Company confirms that the total number of voting rights attributable to its issued share capital is 210,787,859. This figure may be used by shareholders as the denominator for the calculations by which they determine if they are required to notify their interest in, or any change in their interest in the Company, under the FCA's Disclosure and Transparency Rules.

The International Securities Identification Number (ISIN) of the Ascential Shares is GB00BQFH6320.

Capitalised terms used in this announcement shall, unless otherwise defined, have the meanings set out in the circular published by Ascential on 12 August 2024.

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Disclaimers

BofA Securities, which is authorised by the PRA and regulated by the FCA and the PRA in the United Kingdom, is acting exclusively for Ascential and for no one else in connection with the Acquisition and will not be responsible to anyone other than Ascential for providing the protections afforded to its clients or for providing advice in relation to the matters referred to in this announcement.

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