

System1 Group

21<sup>st</sup> November  
2024

System1 Group PLC (AIM: SYS1)  
("System1", or "the Company", or "the Group")

TR1: Notification of major holdings

On 21<sup>st</sup> November 2024, the Company received the TR1 Standard form for notification of major holdings as disclosed below:

TR-1: Standard form for notification of major holdings

1a. Identity of the issuer or the underlying issuer of existing shares to which voting rights are attached <sup>ii</sup> :		System1 Group plc GB00B1GVQH21		
1b. Please indicate if the issuer is a non-UK issuer (please mark with an "X" if appropriate)				
UK issuer				<input type="checkbox"/>
2. Reason for the notification (please mark the appropriate box or boxes with an "X")				
An acquisition or disposal of voting rights				<input checked="" type="checkbox"/>
An acquisition or disposal of financial instruments				<input type="checkbox"/>
An event changing the breakdown of voting rights				<input type="checkbox"/>
Other (please specify) <sup>iii</sup> :				<input type="checkbox"/>
3. Details of person subject to the notification obligation <sup>iv</sup>				
Name		Octopus Investments Limited		
City and country of registered office (if applicable)				
4. Full name of shareholder(s) (if different from 3.) <sup>v</sup>				
Name				
City and country of registered office (if applicable)		London, England		
Name				
City and country of registered office (if applicable)				
5. Date on which the threshold was crossed or reached <sup>vi</sup> :		20/11/2024		
6. Date on which issuer notified (DD/MM/YYYY):		21/11/2024		
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 (8.A + 8.B) <sup>vii</sup>
Resulting situation on the date on which threshold was crossed or reached	4.330000	0.000000	4.330000	550000
Position of previous notification (if	3.199999	0.000000	3.199999	

Notification (if applicable)	0.000000	0.000000	0.000000	
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8. Notified details of the resulting situation on the date on which the threshold was crossed or reached <sup>viii</sup>				
A: Voting rights attached to shares				
Class/type of shares ISIN code (if possible)	Number of voting rights <sup>ix</sup>		% of voting rights	
	Direct (DTR5.1)	Indirect (DTR5.2.1)	Direct (DTR5.1)	Indirect (DTR5.2.1)
GB00B1GVQH21	0	550000	0.000000	4.330000
<b>SUBTOTAL 8. A</b>	550000		4.330000%	

B 1: Financial Instruments according to DTR5.3.1R (1) (a)				
Type of financial instrument	Expiration date <sup>x</sup>	Exercise/ Conversion Period <sup>xi</sup>	Number of voting rights that may be acquired if the instrument is exercised/converted.	% of voting rights
		<b>SUBTOTAL 8. B 1</b>		

B 2: Financial Instruments with similar economic effect according to DTR5.3.1R (1) (b)					
Type of financial instrument	Expiration date <sup>x</sup>	Exercise/ Conversion Period <sup>xi</sup>	Physical or cash Settlement <sup>xii</sup>	Number of voting rights	% of voting rights
		<b>SUBTOTAL 8.B.2</b>			

9. Information in relation to the person subject to the notification obligation (please mark the applicable box with an "X")				
Person subject to the notification obligation is not controlled by any natural person or legal entity and does not control any other undertaking(s) holding directly or indirectly an interest in the (underlying) issuer <sup>xiii</sup>				
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 entity (please add additional rows as necessary) <sup>xiv</sup>				X
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
Octopus Capital Limited	Octopus Investments Limited	4.330000		4.330000%

10. In case of proxy voting, please identify:
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Name of the proxy holder	
The number and % of voting rights held	
The date until which the voting rights will be held	

<b>11. Additional information</b> <sup>xvi</sup>

<b>Place of completion</b>	London
<b>Date of completion</b>	21/11/2024

The Company can be found at [www.system1group.com](http://www.system1group.com).

**For further information, please contact:**

**System1 Group PLC**

James Gregory, Chief Executive Officer

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**Canaccord Genuity Limited**

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