

27 January 2025

THE MISSION GROUP Plc
("MISSION", the "Group" or the "Company")

Transaction in Own Shares

The **MISSION** Group plc (AIM: TMG), the Brand Performance Group, comprising of digital marketing and specialist communications Agencies, announces that it has made the following purchases of ordinary shares of 10 pence each in the capital of the Company ("Ordinary Shares") to be held in treasury.

Date of purchase	24 January 2025
Number of Ordinary Shares purchased (aggregated volume):	176,000
Highest Price paid per Ordinary Share (pence):	31.00
Lowest Price paid per Ordinary Share (pence):	31.00
Volume Weighted Average Price paid per Ordinary Share (pence):	31.00
Venue where Ordinary Shares are traded	London Stock Exchange (AIMX)

Since the Group began share buybacks in January 2025, approximately £287,000 has been returned to shareholders, reducing the Company's shares in issue by 1.06%.

Following the purchase of the Ordinary Shares, the Company will hold 974,000 of its Ordinary Shares in treasury and the number of Ordinary Shares in issue and admitted to trading will be reduced to 91,264,119 (excluding treasury shares). This figure of 91,264,119 Ordinary Shares 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 in their interest in, the share capital of the Company under the Financial Conduct Authority's Disclosure Guidance and Transparency Rules.

The Company will make further announcements in due course following the completion of any further purchases.

In accordance with Article 5(1)(b) of Regulation (EU) No 596/2014 (the Market Abuse Regulation), the schedule below contains detailed information about the purchases made by Canaccord Genuity Limited on behalf of **MISSION**.

Individual transactions:

Number of shares purchased	Transaction price (pence per share)	Time of transaction	Trading venue
136,000	31.00	11:35:53	London Stock Exchange (AIMX)
20,000	31.00	12:29:22	London Stock Exchange (AIMX)
20,000	31.00	12:42:24	London Stock Exchange (AIMX)

ENQUIRIES:

Cat Davis - Group Marketing Director

Via Houston

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The **MISSION** Group PLC

Simon Bridges/Andrew Potts/Harry Rees

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NOTES TO EDITORS

The **MISSION** Group Plc. is The Brand Performance Group.

Delivering measurable, results-driven campaigns as the preferred creative partner for real business growth. We offer top-tier agencies, strategic specialisms and global reach delivering outstanding performance for brands. We call it Work That Counts™ www.themission.co.uk

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