

5 March 2025

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 M&G plc has a notifiable interest in the voting rights of 6,451,266 ordinary shares of 20p each in Videndum, representing 6.8484% 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.

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 1,500 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

M&G plc

**City of registered office (if applicable)**

London

**Country of registered office (if applicable)**

United Kingdom

**4. Details of the shareholder**

**Full name of shareholder(s) if different from the person(s) subject to the notification obligation, above**

**City of registered office (if applicable)**

**Country of registered office (if applicable)**

**5. Date on which the threshold was crossed or reached**

04-Mar-2025

**6. Date on which Issuer notified**

05-Mar-2025

**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	6.848424	0.000000	6.848424	6451266
Position of previous notification (if applicable)	4.728179	0.130778	4.858957	

**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		6451266		6.848424
Sub Total 8.A	6451266		6.848424%	

**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
M&G Plc	M&G Plc (Parent company)	6.848424		6.848424%
M&G Plc	M&G Group Regulated Entity Holding Company Limited (wholly owned subsidiary of M&G Plc)	6.848424		6.848424%
M&G Plc	M&G Group Limited (wholly owned subsidiary of M&G Group Regulated Entity Holding Company Limited)	6.848424		6.848424%
M&G Plc	M&G FA Limited (wholly owned subsidiary of M&G Group Limited)	6.848424		6.848424%
M&G Plc	M&G Investment Management Limited (wholly owned subsidiary of M&G FA Limited)	6.848424		6.848424%

**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**

05-Mar-2025

**13. Place Of Completion**

London, United Kingdom

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