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**THIS ANNOUNCEMENT CONTAINS INSIDE INFORMATION.
FOR IMMEDIATE RELEASE**

27 March 2025

THG PLC

("THG" or the "Company")

Equity Contribution confirmation

Admission expected to become effective on 28 March 2025

THG confirms that following the successful oversubscribed equity fundraise announced on 25 March 2025, it will receive gross proceeds of £90 million via the Equity Contribution, underpinned by Matthew Moulding's net commitment of £60 million.

To facilitate admission of the Placing Shares at or around 8.00 a.m. on Friday 28 March 2025, the Equity Contribution is now confirmed to comprise:

- A placing of 68,527,697 new Ordinary Shares to be issued at the Placing Price of 32.3 pence raising £22 million
- A Convertible Loan of £68 million

In connection with the amended Convertible Loan:

- the date on which the Convertible Loan will be convertible into newly issued Ordinary Shares at the Placing Price, subject to adjustment upon the occurrence of certain events, will be deferred to on or after 4 December 2025 (conditional on shareholder approval to do so being obtained at the Company's 2025 AGM);
- a portion of the Convertible Loan may be convertible into Ordinary Shares earlier than this date in circumstances where it would not require the Company to publish a prospectus pursuant to the Prospectus Rules; and
- Matthew Moulding is no longer expected to pay up any partly paid shares.

In accordance with the provisions of the Disclosure Guidance and Transparency Rules of the FCA ("DTRs"), the Company confirms that, following Admission, its issued share capital will comprise 1,390,694,730 Ordinary Shares of £0.005 each, 56,082,651 D1 ordinary shares of £0.005 each, 17,066 D2 ordinary shares of £1.00 each, 48,571,808 E ordinary shares of £0.005 each, 26,685,406 F ordinary shares of £0.005 each, 16,841,351 G

ordinary shares of £0.005 each, 204,404,691 deferred 1 shares of £0.005 each and 21,563,860 deferred 2 shares of £0.005 each. The Company does not hold any shares in treasury.

Therefore, the total voting rights in the Company will be 1,390,694,730. This figure may be used by shareholders as the denominator for the calculations by which they will determine if that are required to notify their interest in, or a change to their interest in, the Company under DTRs.

Additional information

For completeness, the Board (comprised for these purposes of independent directors) reconfirms its view that the entry into the Convertible Loan Agreement is fair and reasonable as far as the shareholders of THG are concerned and that the Board has been so advised by Rothschild & Co in its role as the Company's sponsor in connection with the Equity Contribution.

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The Placing Shares and this Announcement have not been approved and will not be approved or disapproved by the US Securities and Exchange Commission, any State securities commission or any other regulatory authority in the United States, nor have any of the foregoing authorities passed upon or endorsed the merits of the Equity Placing or the accuracy or adequacy of this Announcement. Any representation to the contrary is a criminal offence in the United States.

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Certain statements in this Announcement are forward-looking statements with respect to the Company's expectations, intentions and projections regarding its future performance, strategic initiatives, anticipated events or trends and other matters that are not historical facts and which are, by their nature, inherently predictive, speculative and involve risks and uncertainty because they relate to events and depend on circumstances that may or may not occur in the future. All statements that address expectations or projections about the future, including statements about operating performance, strategic initiatives, objectives, market position, industry trends, general economic conditions, expected expenditures, expected cost savings and financial results, are forward-looking statements. Any statements contained in this Announcement that are not statements of historical fact are, or may be deemed to be, forward-looking statements. These forward-looking statements, which may use words such as "aim", "anticipate", "believe", "could", "intend", "estimate", "expect", "may", "plan", "project" or words or terms of similar meaning or the negative thereof, are not guarantees of future performance and are subject to known and unknown risks and uncertainties. There are a number of factors including, but not limited to, commercial, operational, economic and financial factors, that could cause actual results, financial condition, performance or achievements to differ materially from those expressed or implied by these forward-looking statements. Many of these risks and uncertainties relate to factors that are beyond the Company's ability to control or estimate precisely, such as changes in taxation or fiscal policy, future market conditions, currency fluctuations, the behaviour of other market participants, the actions of governments or governmental regulators, or other risk factors, such as changes in the political, social and regulatory framework in which the Company operates or in economic or technological trends or conditions, including inflation, recession and consumer confidence, on a global, regional or national basis. Given those risks and uncertainties, readers are cautioned not to place undue reliance on forward-looking statements. Forward-looking statements speak only as of the date of this Announcement. The Bank and the Company expressly disclaim any obligation or undertaking to update or revise any forward-looking statements, whether as a result of new information, future events or otherwise unless required to do so by applicable law or regulation.

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The Placing Shares will not be admitted to trading on any stock exchange other than the main market for listed securities of the London Stock Exchange.

Members of the public are not eligible to take part in the ABB and no public offering of Placing Shares is being or will be made.

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