TR-1: Standard form for notification of major holdings

ISIN

GB00BF52QY14

1. Issuer Details

Issuer Name

MIRRIAD ADVERTISING PLC

UK or Non-UK Issuer

UK

. Reason for Notification

An acquisition or disposal of voting rights

3. Details of person subject to the notification obligation

Name

Rathbones Investment Management Ltd

City of registered office (if applicable)

London

Country of registered office (if applicable)

United Kingdom

Name	City of registered office	Country of registered office
Investec Wealth & Investment (Channel Islands)	St Peter Port	Guernsey
Investec Wealth & Investment Limited	London	United Kingdom

. Details of the shareholder

Name	City of registered office	Country of registered office
Torch Nominees Limited	St Peter Port	Guernsey
Hero Nominees Limited	St Peter Port	Guernsey
Ferlim Nominees Limited	London	United Kingdom
Rathbone Nominees Limited	London	United Kingdom

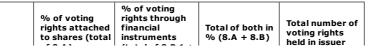
5. Date on which the threshold was crossed or reached

26-Mar-2025

5. Date on which Issuer notified

27-Mar-2025

7. Total positions of person(s) subject to the notification obligation



	of 8.A)	(total of 8.B 1 + 8.B 2)		
Resulting situation on the date on which threshold was crossed or reached	13.932800	0.000000	13.932800	143870225
Position of previous notification (if applicable)	14.954600	0.000000	14.954600	

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)
GB00BF52QY14		143870225		13.932800
Sub Total 8.A	143870225		13.932800)%

8B1. Financial Instruments according to (DTR5.3.1R.(1) (a))

Type of financial instrument	Expiration date	Exercise/conversion	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		·	<u>.</u>		

9. Information in relation to the person subject to the notification obligation

 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
Rathbones Group Plc	Rathbones Investment Management Limited	0.103300		0.103300%
Rathbones Group Plc	Investec Wealth & Investment Limited	13.811800		13.811800%
Rathbones Group Plc	Investec Wealth & Investment (Channel Islands)	0.017600		0.017600%

Name of the proxy h	older		
The number and %	of voting rights he	eld	
The date until which	the voting rights	will be held	
1. Additional Inform	ation		
None			
.2. Date of Completic	'n		
27-Mar-2025			
.3. Place Of Completi	on		
Port of Liverpool Build	ing, Liverpool L3 1	NW	

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