

TR-1: Standard form for notification of major holdings

1. Issuer Details

ISIN

GB00BF52QY14

Issuer Name

MIRRIAD ADVERTISING 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

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

4. 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

25-Apr-2025

6. Date on which Issuer notified

28-Apr-2025

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

	% of voting rights attached to shares (total)	% of voting rights through financial instruments	Total of both in % (8.A + 8.B)	Total number of voting rights held in issuer

	of 8.A)	(total of 8.B 1 + 8.B 2)		
Resulting situation on the date on which threshold was crossed or reached	15.005100	0.000000	15.005100	154942340
Position of previous notification (if applicable)	13.932800	0.000000	13.932800	

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		154942340		15.005100
Sub Total 8.A	154942340		15.005100%	

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
Rathbones Group Plc	Rathbones Investment Management Limited	10.916900		10.916900%
Rathbones Group Plc	Investec Wealth & Investment Limited	4.070500		4.070500%
Rathbones Group Plc	Investec Wealth & Investment (Channel Islands)	0.017600		0.017600%

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

None

12. Date of Completion

28-Apr-2025

13. Place Of Completion

Port of Liverpool Building, Liverpool L3 1NW

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