

9 May 2025

**Brave Bison Group plc**

("Brave Bison" or the "Company", together with its subsidiaries "the Group")

**Completion of Acquisition of The Fifth Group**

**Holding(s) in Company**

Brave Bison, the digital media, marketing and technology company is pleased to announce the completion of the Group's acquisition of the entire issued share capital of The Fifth Limited, which comprises the trade and assets of The Fifth Group ("The Fifth") from News UK & Ireland Limited (the "Acquisition"). The terms of the Acquisition were announced by the Company on 10 April 2025.

Following admission of the consideration shares issued in connection with the Acquisition at 8.00 a.m. today, the Company confirms that it has been notified that News Corporation is now interested in 40,000,000 ordinary shares in the Company, representing 3.0% of the Company's issued ordinary share capital.

Further information concerning the notification of major holdings is provided below.

For further information please contact:

**Brave Bison Group plc**

Oliver Green, Chairman

Theo Green, Chief Growth Officer

Philippa Norridge, Chief Financial Officer

via Cavendish

**Cavendish Capital Markets Limited**

Nominated Adviser & Broker

Ben Jeynes / Dan Hodgkinson - Corporate Finance

Michael Johnson / Sunila de Silva - Sales and ECM

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**TR-1: Standard form for notification of major holdings**

<b>NOTIFICATION OF MAJOR HOLDINGS</b> (to be sent to the relevant issuer <u>and</u> to the FCA in Microsoft Word format if possible) <sup>i</sup>	
<b>1a. Identity of the issuer or the underlying issuer of existing shares to which voting rights are attached</b> <sup>ii</sup> :	BRAVE BISON GROUP PLC
<b>1b. Please indicate if the issuer is a non-UK issuer</b> (please mark with an "X" if appropriate)	
Non-UK issuer	
<b>2. Reason for the notification</b> (please mark the appropriate box or boxes with an "X")	
An acquisition or disposal of voting rights	x
An acquisition or disposal of financial instruments	

An event changing the breakdown of voting rights				
Other (please specify) <sup>iii</sup> :				
<b>3. Details of person subject to the notification obligation<sup>iv</sup></b>				
Name	News Corporation			
City and country of registered office (if applicable)	Delaware, United States of America			
<b>4. Full name of shareholder(s) (if different from 3.)<sup>v</sup></b>				
Name	News Corp UK & Ireland Limited			
City and country of registered office (if applicable)	London, United Kingdom			
<b>5. Date on which the threshold was crossed or reached<sup>vi</sup>:</b>	09/05/2025			
<b>6. Date on which issuer notified (DD/MM/YYYY):</b>	09/05/2025			
<b>7. Total positions of person(s) subject to the notification obligation</b>				
	% 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 of issuer <sup>vii</sup>
Resulting situation on the date on which threshold was crossed or reached	3%		3%	1,333,585,397
Position of previous notification (if applicable)				

<b>8. Notified details of the resulting situation on the date on which the threshold was crossed or reached<sup>viii</sup></b>				
<b>A: Voting rights attached to shares</b>				
Class/type of shares ISIN code (if possible)	Number of voting rights <sup>ix</sup>		% of voting rights	
	Direct (Art 9 of Directive 2004/109/EC) (DTR5.1)	Indirect (Art 10 of Directive 2004/109/EC) (DTR5.2.1)	Direct (Art 9 of Directive 2004/109/EC) (DTR5.1)	Indirect (Art 10 of Directive 2004/109/EC) (DTR5.2.1)
GB00BF8HJ774		40,000,000	3.0	
<b>SUBTOTAL 8. A</b>	40,000,000		3.0	

<b>B 1: Financial Instruments according to Art. 13(1)(a) of Directive 2004/109/EC (DTR5.3.1.1 (a))</b>				
Type of financial instrument	Expiration date <sup>x</sup>	Exercise/ Conversion Period <sup>xi</sup>	Number of voting rights that may be acquired if the instrument is exercised/converted.	% of voting rights
N/A				
		<b>SUBTOTAL 8. B 1</b>		

<b>B 2: Financial Instruments with similar economic effect according to Art. 13(1)(b) of Directive 2004/109/EC (DTR5.3.1.1 (b))</b>					
Type of financial instrument	Expiration date <sup>x</sup>	Exercise/ Conversion Period <sup>xi</sup>	Physical or cash settlement <sup>xii</sup>	Number of voting rights	% of voting rights
N/A					

			<b>SUBTOTAL 8.B.2</b>		

<b>9. Information in relation to the person subject to the notification obligation</b> (please mark the applicable box with an "X")			
Person subject to the notification obligation is not controlled by any natural person or legal entity and does not control any other undertaking(s) holding directly or indirectly an interest in the (underlying) issuer <sup>xiii</sup>			
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 entity <sup>xiv</sup> (please add additional rows as necessary)			x
Name <sup>xv</sup>	% 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
News Corporation	3%		3%
NC UK Holdings Inc	3%		3%
NewsCorp Investments UK & Ireland	3%		3%
News Corp Holdings UK & Ireland	3%		3%
News Corp UK & Ireland Limited	3%		3%

<b>10. In case of proxy voting, please identify:</b>	
Name of the proxy holder	N/A
The number and % of voting rights held	N/A
The date until which the voting rights will be held	N/A

<b>11. Additional information<sup>xvi</sup></b>

<b>Place of completion</b>	Delaware, United States of America
<b>Date of completion</b>	9 May 2025

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