

Aeorema Communications plc / Index: AIM / Epic: AEO / Sector: Media

12 May 2025

Aeorema Communications plc
('Aeorema', 'the Company' or 'the Group')

Commencement of share buyback programme

Aeorema Communications plc (AIM: AEO), a leading strategic communications group, announces that it intends to conduct on-market purchases under a share buyback programme to repurchase ordinary shares of 12.5 pence each in the capital of the Company ("**Ordinary Shares**"), up to an aggregate amount of 5 per cent. of the Company's issued share capital, pursuant to the authority obtained at the Company's annual general meeting on 12 December 2024 (the "**Buyback Programme**").

The Buyback Programme reflects the Board's confidence in the long-term outlook for the Group. The purpose of the Buyback Programme is to reduce the share capital of the Company.

The Buyback Programme will be funded from the Company's existing surplus cash resources and all Ordinary Shares purchased will be cancelled. The Company intends to operate the Buyback Programme from the date of this announcement until the earliest of buying back 484,650 Ordinary Shares or the date of the next AGM in 2025.

The Company has appointed Shard Capital Partners LLP (**Shard Capital**) to execute and manage the Buyback Programme and has entered into an arrangement whereby Shard Capital can make market purchases of Ordinary Shares on its behalf, independently of the Company. Shard Capital will make its trading decisions in relation to the Ordinary Shares independently of and uninfluenced by the Company with such trading decisions being in line with the terms of the Buyback Programme.

The maximum price which may be paid by the Company per Ordinary Share shall not be more than the higher of 105 per cent of the average of the middle market quotations for an Ordinary Share as derived from the AIM market of the London Stock Exchange plc for the five business days immediately preceding the day on which an Ordinary Share is contracted to be purchased.

Due to the relatively low liquidity in the Ordinary Shares, the Company may purchase Ordinary Shares pursuant to the Buyback on any trading day materially in excess of 25 per cent of the average daily volume (but remain below 50%), being the limits prescribed pursuant to Article 5(1) of the EU Market Abuse Regulation (2014/596/EU) (which forms part of domestic UK law pursuant to the European Union (Withdrawal) Act 2018) (**UK MAR**) and accordingly, the Company may not benefit from that exemption.

There is no guarantee that the Buyback Programme will be implemented in full or that any purchases will be made. The Company reserves the right to bring a halt to the Buyback Programme under circumstances that it deems to be appropriate and in accordance with relevant law and regulation.

As at the time of this announcement, the Company's total issued share capital consists of 9,693,000 Ordinary Shares. The Company does not hold any shares in treasury. Therefore, the total number of Ordinary Shares carrying voting rights is 9,693,000.

The above figure of 9,693,000 may be used by shareholders as the denominator for the calculations by which they will determine if they are required to notify their interest in, or a change to their interest in, the Company under the FCA's Disclosure Guidance and Transparency Rules.

The Company will make further announcements in due course following any share purchases conducted through the Buyback Programme.

The Company confirms that, other than as disclosed in this announcement, it is not currently in possession of any unpublished inside information.

This announcement contains inside information for the purposes of UK MAR.

****ENDS****

For further information on the Company please visit www.aeorema.com or contact:

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Notes to Editors

Aeorema Communications plc, (AIM: AEO) is a leading strategic communications group with offices in London, New York and Amsterdam. The Group provides bespoke event services, comprising live, virtual, and hybrid experiences to an established international blue-chip client base spanning a broad range of sectors, including finance, professional services, advertising, IT, gaming, fashion, fintech, and beverages. The Group also provides high level consultancy services to help clients maximise and deliver on their long-term communication strategies over multiple event and film touchpoints.

Aeorema delivers these services via its fully owned companies Cheerful Twentyfirst and Cheerful Twentyfirst, Inc. (the North American arm of Cheerful Twentyfirst) (www.cheerfultwentyfirst.com), two live events agencies with film capabilities that specialise in devising and delivering corporate communication solutions. The Group also operates Eventful Limited (www.eventful.co.uk), which provides consultative, high-touch services including assisting clients with venue sourcing, event management and incentive travel. With more than 56 years of combined operating experience and extensive award wins, Aeorema is a recognised industry thought leader.

Central to all that the Group does is its Corporate Social Responsibility charter, which is focussed on ensuring sustainable, inclusive and ethical business operations. To this end, the Group is a pioneer in delivering innovative strategies and services, including a client carbon measurement programme to establish a formal structure and approach around reducing emissions and offsetting both its own and its clients' carbon footprint.

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