

27 May 2025

M&C SAATCHI PLC
(the "Company" or "M&C Saatchi")

Acquisition of Middle East Sports Agency Dune 23

Strengthening our presence and credentials in our fastest growing region

M&C Saatchi is pleased to announce the signing of an agreement to acquire^[1] Dune 23 Sport & Entertainment Sports Events Marketing Co. L.L.C. (**Dune 23**). Dune 23 is an award-winning sports agency in Dubai and Abu Dhabi which, as a strategic bolt on acquisition, will integrate with our fast-growing UAE business and further enhance its leading sport and entertainment offering.

Dune 23 is an agency that boasts over 40 experts and a high-quality client roster that includes Emirates Dubai 7s, Mubadala Abu Dhabi Open, Chicago Bulls, LIWA Festival, Zayed Sports City, All Things Live, Dubai Watch Week, Longines Global Champions Tour, Nada Dairy, BRED by Hypebeast and SailGP. Dune 23 brings specialist expertise, a proven track record, and a team uniquely attuned to creating lasting impact through passion and fandom.

M&C Saatchi's further expansion into the Middle East is driven by increasing demand from clients and growth opportunities, complementing our already bolstered presence in a region that is fast becoming one of the world's leading hubs for sport and entertainment. The bolt-on acquisition is in line with our growth strategy and capital allocation policy and will be funded by available cash on the balance sheet. The acquisition is expected to close in the coming weeks, subject to satisfaction of customary conditions.

Zaid Al-Qassab, Chief Executive Officer, said:

"I am pleased to announce the agreement to acquire Dune 23 which is a perfect fit for our growth ambitions in the UAE, and for M&C Saatchi Sport & Entertainment. I look forward to integrating Dune 23 into our Passions & PR specialism, where it will enhance our proposition of helping brands to grow through the leveraging cultural power of sport to connect with consumers.

"This acquisition represents a further step in our growth ambitions, developing and expanding our regional presence in a fast-growing market. By integrating the Dune 23 capabilities and client relationships into our regional-first operating model, we are scaling our ability to lead in one of the world's most dynamic markets for sport and entertainment."

FURTHER INFORMATION

M&C Saatchi

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About M&C Saatchi

M&C Saatchi is a creative solutions company with specialist expertise and creativity in helping our clients grow by maximising the reach and potential of their brands. It does this through its regional-first operating model with five core specialisms - Advertising, Issues, Passions, Consulting and Media - which it leverages in an integrated go-to-market approach. It has significant global reach, with major hubs in the UK, Europe, Middle East, APAC and the Americas and is supported by global shared services. M&C Saatchi is headquartered in London and listed on the FTSE AIM index of the London Stock Exchange.

^[1] The Company will acquire 90% of Dune23.

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