

11 June 2025

The Mission Group plc
("MISSION" the "Company" or the "Group")

Notice of AGM and Posting of Annual Report

The **MISSION** Group plc (AIM: TMG), creator of **Work That Counts™**, comprising a group of digital marketing and communications Agencies, announces that copies of the Annual Report and Accounts in respect of the year ended 31 December 2024 have been sent to shareholders.

The Company also announces that Notice of the Annual General Meeting and the associated Proxy Form has been sent to shareholders. The Company's Annual General Meeting will be held on Monday 16 June 2025 at 12 noon at the offices of the Company, Fourth Floor, The Manufactory, 1-8 Alfred Mews, London W1T 7AA.

The Annual Report and the notice of AGM are available now on the Company's website at www.themission.co.uk.

ENDS

ENQUIRIES:

Mark Lund - Interim CEO
Giles Lee - CFO
The **MISSION** Group PLC

Via Houston

Simon Bridges/Andrew Potts/Harry Rees
Canaccord Genuity Limited
(Financial Adviser, Nominated Adviser and Broker)

020 7523 8000

Peter Tracey
Blackdown Partners Limited
(Financial Adviser)

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NOTES TO EDITORS

The **MISSION** Group Plc. is The Brand Performance Group.

Delivering measurable, results-driven campaigns as the preferred creative partner for real business growth. We offer top-tier agencies, strategic specialisms and global reach delivering outstanding performance for brands. We call it Work That Counts™ www.themission.co.uk

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