

16 June 2025

THE MISSION GROUP plc

("MISSION", the "Group")

AGM Trading Update

FY 2025 trading year to date in line with expectations

*Ahead of its Annual General Meeting held today, **MISSION** Group plc (AIM:TMG), the Brand Performance Group, comprising of digital marketing and specialist communications Agencies, provides the following trading update.*

Trading for the period to 16 June 2025 has continued in line with expectations. Despite the ongoing wider macro-economic uncertainty, the Group has remained focused on maintaining operating income and margin with full year performance expected to be second half weighted, in line with previous years. The restructuring of **MISSION** to focus the Group around a more agile and decentralised operating structure is now complete and good progress is being made across a number of strategic initiatives which continue to enhance **MISSION**'s Client offering.

Client retention has remained strong and new Client wins during the period have included Google, TikTok International, Bata, Farison, Accenture, Association of Accounting Technicians, the Sustainable Markets Initiative and the Federal Reserve Bank of Chicago.

The Group has also made further good progress in the development of its AI strategy. A new Chief Transformation Director was appointed earlier this year to lead this project across the Group and immediate areas of focus have included the deployment of AI tools to enhance operational excellence and creative processes.

Finally, the Group continues to progress its search for a successor to Mark Lund, Interim Chief Executive. **MISSION** has strong Group and Agency leadership teams who remain focused on building on the momentum achieved in 2024 and the Board expects to be able to provide an update on the succession process in the second half of the financial year.

ENQUIRIES:

Mark Lund, Interim Chief Executive
Giles Lee, Chief Financial Officer
The **MISSION** Group PLC

Via Houston

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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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