

1st July 2025

THE MISSION GROUP plc

("MISSION", the "Group")

MISSION Group plc appoints John Carey as new Chief Executive Officer

MISSION Group plc (AIM:TMG) (**MISSION** or 'the Group') is pleased to announce that following an external process, John Carey has been appointed to the Board as Chief Executive Officer with effect from 1 September 2025.

John draws on over 30 years of extensive experience in leading global businesses, most recently holding executive positions at Castrol, BP plc and Abu Dhabi National Oil Corporation for Distribution, where he led the company's IPO in 2017. In 2020 John was appointed to the Board of EG Group, initially as Non-Executive Director and from 2023 to 2025 assumed the role of Executive Director and President of EG America where he led the group's business transformation plans.

Following John's appointment, the Board is also pleased to confirm that Mark Lund, Interim Chief Executive, will resume his previous role as Non-Executive Director.

Commenting David Morgan, Chair of MISSION said: "I am delighted to confirm John's appointment as **MISSION**'s new CEO. A highly experienced international leader, he brings a diverse breadth of commercial and business transformation expertise with a strong operations and marketing background.

"MISSION has a highly experienced senior leadership team who collectively boast over 200 years of experience in the marketing industry. The Board believes John's skills will be highly complementary and valuable to the Group as it continues to make progress against its plans and explores new opportunities to deliver sustainable, long-term growth and value to our clients, colleagues and shareholders.

"Finally, I would like to thank Mark Lund for his contribution to the business during his tenure as Interim Chief Executive. During this period he successfully led and completed a restructuring of the Group, positioning **MISSION** to move forward as a leaner and more agile business and I am delighted that he will be resuming his role on the Board as Non-Executive Director following John's appointment."

Additional information in respect of the AIM Rules

The following information relates to the appointment of John Joseph Carey, aged 62, who is currently, or has within the past five years been, a director or partner of the following companies:

Current Directorships and/or Partnerships	and/or	Previous Directorships and/or Partnerships (within the last five years)
JJC & MBM Holdings Ltd		EG Group Holdings Limited
Morphosis Venture Capital Limited		

As at the date of this announcement, John Carey does not hold any ordinary shares in

MISSION.

Save as set out above there are no further disclosures pursuant to Rule 17 or Schedule 2(g) of the AIM Rules for Companies in respect of the appointment of John Carey.

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

The information contained within this announcement is deemed to constitute inside information as stipulated under the Market Abuse (Amendment) (EU Exit) Regulations 2019. Upon the publication of this announcement, this inside information is now considered to be in the public domain.

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