

14 July 2025

**Brave Bison Group plc**  
("Brave Bison" and the "Company")  
**Result of General Meeting**  
**Completion of Acquisition and Share Consolidation**  
**Total Voting Rights**

Brave Bison, the next-generation marketing and technology partner for global brands, confirms that at the General Meeting held earlier today all resolutions put to shareholders at the meeting were duly passed by way of a poll. Resolution 4 was not put to the meeting.

The poll results for each of the resolutions will shortly be available on the Company's website.

Following shareholder approval at the meeting, the Company is pleased to confirm that Brave Bison's acquisition of the entire issued share capital of MiniMBA, the terms of which were announced by the Company on 25 June 2025, will now move to completion and that the consolidation of the existing share capital of the Company by a ratio of 20 to 1 (the "Share Consolidation") is expected to take effect at 8.00 am on 15 July 2025 ("Admission").

The new ISIN for the Consolidated Shares will be GB00BSLKLP68 and the new SEDOL will be BSLKLP6.

On Admission and following the Share Consolidation becoming effective, the total issued capital of the Company will consist of 94,294,737 ordinary shares with voting rights attached. The Company does not hold any Ordinary Shares in treasury. Therefore, the total number of voting rights in the Company following Admission will be 94,294,737 and this figure may be used by shareholders in the Company 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 share capital of the Company under the FCA's Disclosure Guidance and Transparency Rules.

For further information please contact:

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**About Brave Bison**

Brave Bison is a marketing and technology partner for global brands. The Company has operations across eight countries including the UK, India, Australia and Egypt. The Group operates through three integrated divisions: Brave Bison, SocialChain and Sport & Entertainment.

The Brave Bison division provides performance-led digital marketing services and advertising technology. Its offering is underpinned by proprietary tools including AudienceGPT, an AI-driven audience segmentation platform, and AdStudio, which automates the creation of high-performing advertising content for social platforms. The division partners with brands to activate campaigns across major digital platforms such as Google, Meta and TikTok.

SocialChain, acquired and integrated in early 2023, is Brave Bison's creative and social strategy division. It provides consultancy, content production and influencer marketing services focused on helping brands grow through social-first approaches. SocialChain has established itself as a leading voice in the industry through its SocialMinds podcast and event platform, which features guests from major organisations including the BBC, Booking.com and Monzo.

The Sport & Entertainment division owns and operates a portfolio of social media channels and partners with global sports federations and rights holders to develop digital strategies and monetise audiences. Clients include the PGA Tour, US Open, Ryder Cup and Le Mans. In January 2025, Brave Bison completed the acquisition of Engage, a specialist sports marketing agency with operations in London, Dubai, India and Australia. Engage strengthens Brave

Bison's capabilities in digital content and channel management for high-profile sports properties, including Formula 1, the ICC, and Real Madrid.

Since 2020, Brave Bison has completed two platform acquisitions and five bolt-on acquisitions, all of which have been integrated into a single operating platform with centralised functions covering technology, operations, sales, marketing, HR and finance. In April 2025, Brave Bison acquired The Fifth, an award-winning influencer marketing agency owned by News Corp. The Fifth has since been integrated into SocialChain, enhancing the Group's capabilities in influencer marketing and social strategy.

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