

1 August 2025

**Future plc**

**Share repurchase programme**

Future plc (the **Company**) (LSE: FUTR) the global platform for specialist media, announces the commencement of a share buyback programme (the **Programme**), to purchase shares with a value of up to £55 million, subject to remaining within the authority given by shareholders at the Annual General Meeting held on 5 February 2025 (the **Authority**). The Authority is for a maximum of 11,080,529 ordinary shares in the Company (**Shares**). The Company's intention to execute this fourth share buyback programme was first announced with its HY 2025 results, on 16 May 2025, and the start of the Programme coincides with the completion of the Company's third share buyback programme, which began on 2 January 2025 and ended on 31 July 2025, and under which 7,011,664 Shares were purchased.

The Programme will be executed during the period starting today, 1 August 2025, and ending once the maximum of 11,080,529 Shares have been purchased, or earlier if the £55 million cap is reached (the **Engagement Period**), in order to reduce the Company's capital.

In order to implement the Programme, the Company has entered into an agreement (the **Engagement Agreement**) with J.P. Morgan Securities plc (**JPMS plc**) to conduct the Programme on its behalf and carry out on-market purchases of Shares, acting as riskless principal, and to on-sell such Shares to the Company. JPMS plc will make trading decisions in relation to the Programme independently of the Company. Any purchases of Shares under the Programme will be carried out on the London Stock Exchange and/or other recognised investment exchanges in accordance with certain pre-set parameters set out in the Engagement Agreement and in accordance with (and subject to the limits prescribed by) the Authority, Chapter 9 of the UK Listing Rules, assimilated Market Abuse Regulation (EU) No 596/2014 and assimilated Commission Delegated Regulation (EU) No 2016/1052 (in each case as they form part of the law of the United Kingdom by virtue of the European Union (Withdrawal) Act 2018, as amended) and other applicable laws. No repurchases of Shares under the Programme will be made in or into the United States.

Having entered into the Engagement Agreement, the Authority permits the Company to execute the Programme wholly or partly after the expiry of the Authority and to make purchases of Shares pursuant to the Engagement Agreement as if the Authority had not expired.

The Company will announce any market repurchase of Shares no later than 7.30 a.m. on the business day following the calendar day on which the purchase occurred. The Company intends to cancel the Shares it purchases through the Programme.

The Board will keep the Programme under review and continue to assess it against its capital allocation priorities.

Enquiries:

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About Future

We are the platform for creating and distributing trusted, specialist content, to build engaged and valuable global communities. We operate c.200 brands in diversified content verticals, with multiple market leading positions and three core monetisation frameworks: advertising eCommerce affiliate and direct consumer monetisation (subscriptions and newstrade magazine sale). Our content is published and distributed through a range of formats including websites, email newsletters, videos, magazines and live events. The successful execution of our strategy is focused on three pillars: grow engaged audience, diversify and grow revenue per user and optimise the portfolio.

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