

6 October 2025

Brave Bison Group plc

("Brave Bison" or the "Company", together with its subsidiaries "the Group")

Notice of General Meeting & Posting of Circular

Board recommends voting against proposed resolution

Brave Bison, the next-generation marketing and technology partner for global brands, is today posting a circular (the "Circular") to the Company's shareholders convening a general meeting in response to a requisition notice received on 25 September 2025 on behalf of Lord Michael Ashcroft (the "Requisitioning Member"). The requisitioned general meeting will be held at 9.00 am on 24 October 2025 at 2 Stephen Street, London, W1T 1AN (the "Requisitioned General Meeting").

The purpose of the Requisitioned General Meeting will be to consider a resolution to appoint Julia Robertson, a nominated director on behalf of the Requisitioning Member, to the Company's Board as a non-executive director (the "Resolution"). The Resolution will be proposed to the Requisitioned General Meeting as an ordinary resolution requiring 50% of votes cast to pass.

The Board, having consulted with shareholders and the Company's strategic partners News Corp. and Professor Mark Ritson, has unanimously determined that the Resolution is not in the best interests of the Company. Written indications of support for the Board's position in this regard have been received from shareholders representing 51% of the Company's issued share capital who intend to vote against the Resolution.

The Board recommends that shareholders vote against the proposed resolution at the Requisitioned General Meeting.

A copy of the Circular, including the full text of the explanatory statement accompanying the requisition and a letter from the Chairman of Brave Bison as set out below, will shortly be available from the Company's website at www.bravebison.com.

Enquiries:

Brave Bison Group plc

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via Cavendish

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Nominated Adviser & Broker

Ben Jeynes / Teddy Whiley / Elysia Bough - Corporate Finance

Michael Johnson / Sunila de Silva - ECM

Letter from the Chairman of Brave Bison Group plc to Shareholders

Dear Shareholder,

We are today convening a general meeting to consider the appointment of a new director, nominated by the Requisitioning Member, to the Board of Brave Bison.

The Board, having consulted with shareholders and our strategic partners News Corp. and Professor Mark Ritson, has unanimously determined that this resolution is not in the best interests of the Company. Written indications of support for the Board's position, and confirming intent to vote against the resolution at the general meeting, have been received from shareholders representing 51% of the Company's issued share capital.

The Board remains confident in the current strategic direction of Brave Bison and will continue to evolve both corporate governance and Board composition in line with the Company's growth and increasing scale.

I ask for your support in voting against the resolution set out above at the forthcoming general meeting.

Oliver Green
Chairman

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