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Mission Group PLC (The)
17 October 2025

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The Mission Group plc
("MISSION" the "Company" or the "Group")
Directorate Change

The **MISSION** Group plc (AIM: TMG), creator of **Work That Counts**TM, comprising of digital marketing and specialist communications Agencies, announces that Dylan Bogg has informed the Group that he will step down as Chief Creative Officer ("CCO") and from the Board with immediate effect.

Dylan was appointed to the Board in 2010, having joined the Group in 2006 when his business, Big Communications, was acquired by the Company. He held various Agency senior leadership roles before taking on the role of Group CCO in 2023.

David Morgan, MISSION'S Non-Executive Chair, commented:

"As a founder of one of our Agencies who has been part of the Company for almost two decades, Dylan has been an integral part of **MISSION**'s development. On behalf of the Board and everyone who has been at the Group over that period I would like to pay him a special thanks. We wish him all the best in his next chapter."

Dylan Bogg commented:

"It has been a privilege to play my part in the **MISSION** story over the years. The Group has a fantastic group of Agencies, with great clients. But its greatest strength is the depth of talented people I have had the pleasure of working alongside. Now feels like the right time to seek a new challenge and I wish everyone at the Group all the best."

ENDS

John Carey, 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 Alternative Group for Ambitious Brands.

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 CountsTM 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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