

13 January 2026

The Mission Group plc
("MISSION" the "Company" or the "Group")
BOARD CHANGES

The **MISSION** Group plc (AIM: TMG), creator of **Work That Counts**TM, comprising a group of digital marketing and communications Agencies, is pleased to announce the appointments of Jon Kempster and Emma Wright as Non-Executive Directors of the Group, effective 1 February 2026. Jon will also take over as Audit Committee Chair upon appointment to the Board, replacing Mark Lund OBE who will step down from the Board, effective today.

Jon Kempster

Jon brings a wealth of boardroom experience spanning over 25 years in CFO and Non-Executive roles. He is currently a Non-Executive Director and Audit Committee Chair at Synectics plc, Pennant International Group plc and Norman Broadbent plc. He is also a Director of Delta Pension Nominees Limited and a Non-Executive Director at Cambridge Cognition Holdings plc.

He qualified as a Chartered Accountant with Price Waterhouse in 1990 and has held several board positions, including CFO roles at Low & Bonar plc, Delta plc and Wincanton plc, and Non-Executive roles at Ted Baker plc and DX (Group) plc.

His experience includes multiple project assignments to implement operational improvement plans, rescue and strengthen underperforming business units and build value.

Emma Wright

Emma is a prominent and widely recognised expert in regulatory and commercial AI, data and technology matters, developed over a senior legal career of more than a quarter of a century. She is currently a partner in the London office and Global Co-Chair of the Privacy and Cyber team at Crowell & Moring LLP, an international law firm.

Her reputation in emerging technology is underscored by her numerous accolades, thought leadership and influential roles, including as the Director and co-Founder of the Interparliamentary Forum on Emerging Technology, where she has delivered speeches at events such as the UN Commission on the Status of Women and Black Hat MEA in Riyadh. Her insights have also been featured at prominent events, including the AI for Good conference. She was recently named as one of the Top 10 Most Influential Women in technology by UK publication, Computer Weekly.

David Morgan, MISSION'S Non-Executive Chair, commented: "I am delighted to welcome Jon and Emma to the **MISSION** Board, adding vast experience and expertise in their respective fields. Jon's extensive Boardroom experience and Emma's leadership in emerging technology such as AI will be hugely valuable as we look ahead to the next phase of the Group's growth, with a refreshed and strong Board in place.

On behalf of the Board, I would also like to thank Mark Lund for his contribution to **MISSION**. Having stepped into the role of Interim Group CEO last year, he successfully led the Company through an important period and transition to new leadership. He leaves with our very best wishes."

Jon Kempster added: "This is an exciting time to join **MISSION** and I look forward to bringing my extensive executive and non-executive experience to the table as the Group continues its growth journey under the leadership of David and Group CEO, John Carey."

Emma Wright commented: "As technology, data and AI continue to transform the operating landscape across the marketing and communications industry The **MISSION** Group has a great opportunity ahead. I am delighted to take up this role on the Board and look forward to working with my **MISSION** colleagues as the Group looks to capitalise."

Regulatory Disclosures (in accordance with Rule 17 and Schedule Two paragraph (g) of the AIM Rules for Companies)

Jonathan Kempster, aged 62 years, holds or has held the following directorships or partnerships during the five years preceding the date of this announcement:

Current Directorships/Partnerships	Past Directorships/Partnerships
Cambridge Cognition Holdings plc	Bonhill Group plc
Norman Broadbent plc	Independent Trustee Services Limited
Pennant International Group plc	Ted Baker Plc
Synectics plc	Redcentric plc
JVM AG	FireAngel Safety Technology Group plc
JVM Property AG	FireAngel Safety Technology Limited
Rochester Associates Ltd	Portcentric Solutions Limited
Delta Pension Nominees Limited	Serinus Energy plc
	DX (Group) PLC

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Emma Louise Wright Evans, née Wright, aged 50 years, holds or has held the following directorships or partnerships during the five years preceding the date of this announcement:

Current Directorships/Partnerships	Past Directorships/Partnerships
Crowell & Moring LLP	Harbottle & Lewis LLP
KL Heritage LLP (formerly Kemp Little LLP)	Deloitte UK LLP
	My Local Pitch Ltd
	Office for the Regulation of Artificial Intelligence Limited

ENDS

ENQUIRIES

John Carey, Chief Executive Officer
Giles Lee, Chief Financial Officer
The **MISSION** Group PLC

Via Houston

Simon Bridges / Andrew Potts / Harry Rees
Canaccord Genuity Limited
(Financial Adviser, Nominated Adviser and Broker)

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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 Counts™ www.themission.co.uk

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