

9 March 2026

M&C SAATCHI PLC
(the "Company" or "M&C Saatchi")
Launch of Share Buyback Programme

M&C Saatchi today announces the commencement of a share buyback programme (the '**Share Buyback Programme**') to purchase ordinary shares of £0.01 each in the capital of the Company (the '**Ordinary Shares**') up to a limit of either: (a) a maximum aggregate consideration (exclusive of any applicable taxes, commission and expense) of £4.5 million paid pursuant to the Share Buyback Programme; or (b) a maximum aggregate number of 12,225,746 Ordinary Shares (or, if following the Company's annual general meeting in 2026 (the '**2026 AGM**') the general authority for the Company to make market purchases of its own Ordinary Shares has been renewed, such number of Ordinary Shares as is authorised for market repurchases at the 2026 AGM) (the first such limit to be reached being the '**Maximum Amount**').

As announced in its trading update on 24 November 2025, the Company believes that its strong balance sheet provides the opportunity to repurchase shares given the current market position. The Share Buyback Programme is in line with the Company's capital allocation policy.

The Company has entered into an agreement with its broker Panmure Liberum Limited (**Panmure Liberum**) to carry out purchases of its Ordinary Shares under the Share Buyback Programme on its behalf, acting as "riskless" or "matched" principal. Panmure Liberum will manage the purchases on a discretionary basis, purchasing Ordinary Shares on the London Stock Exchange within certain pre-set parameters over the Share Buyback Programme up to the Maximum Amount.

In line with the authority given at the Company's Annual General Meeting held on 15 May 2025 (**2025 AGM**), the maximum price (exclusive of expenses) which may be paid for an Ordinary Share shall not be more than the higher of: (i) an amount equal to 105% of the average of the closing middle market price for an Ordinary Share, as derived from the AIM Appendix to the London Stock Exchange Daily Official List, for the five business days immediately preceding the day on which the Ordinary Share is purchased; and (ii) an amount equal to the higher of the price of the last independent trade of an Ordinary Share and the highest current independent bid for an Ordinary Share as derived from the trading venue where the purchase is carried out. The minimum price per Ordinary Share shall be £0.01 (being the nominal value). Any Ordinary Shares acquired as a result of the Share Buyback Programme will be cancelled.

Shareholders should be aware that due to the limited liquidity in the Ordinary Shares, the Share Buyback Programme may on any given trading day represent a significant portion of the daily traded volume in the Company's Ordinary Shares on the London Stock Exchange, and may exceed 25% of the average daily traded volume on the London Stock Exchange. Accordingly, the Company may not benefit from the exemption contained in Article 5(1) of MAR.

The Company has authorised the Share Buyback Programme to commence from today. The Share Buyback Programme will terminate on the earliest of: (i) the date on which the Maximum Amount has been reached, (ii) the conclusion of the Company's 2026 AGM, if the general authority for the Company to make market purchases of its own Ordinary Shares is not renewed at the 2026 AGM; and (iii) 15 September 2026.

Any market purchase of Ordinary Shares pursuant to the Share Buyback Programme will be announced no later than 7:30am (UK time) on the business day following the day on which the purchase occurred.

The Company confirms that it currently has no inside information.

The person responsible for arranging the release of this announcement on behalf of the Company is Victoria Clarke (Group General Counsel & Company Secretary).

FURTHER INFORMATION

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About M&C Saatchi: *M&C Saatchi is a creative solutions company with specialist expertise and creativity in helping its clients grow by maximising the reach and potential of their brands. It does this through its regional-first operating model with five core specialisms - Advertising, Issues, Passions & PR, Consulting and Media - which it leverages in an integrated go-to-market approach. It has significant global reach, with major hubs in the UK, Europe, Middle East, APAC and the Americas and is supported by global shared services. M&C Saatchi is headquartered in London and listed on the FTSE AIM Index of the London Stock Exchange.*

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