
AUDIOBOOM GROUP PLC

Registered Number: 85292

Registered address: IFC5, St Helier, Jersey, JE1 1ST

Postal address: 2-6 Boundary Row, London, SE1 8HP

Telephone: +44 (0) 330 303 3765

If you have sold or otherwise transferred all of your shares in Audioboom Group plc, please send this letter at once to the purchaser or transferee or to the stockbroker, bank or other agent through whom the sale or transfer was effected for transmission to the purchaser or transferee. If you sell, have sold or otherwise transferred only part of your holding of shares in Audioboom Group plc, you should retain this letter and consult the stockbroker, bank or other agent through whom the sale or transfer was effected.

However, this letter should not be sent or transmitted in, into or from any jurisdiction where to do so might constitute a violation of local securities laws or regulations. Further details in relation to overseas shareholders of Audioboom Group plc are contained in the Announcement (as defined below).

8 October 2025

To Audioboom Group plc shareholders and persons with information rights in respect of Audioboom Group plc shares

Dear Sir/Madam,

Announcement of Strategic Review and Commencement of Offer Period

On 3 October 2025 the Board of Audioboom Group plc (the “**Company**”) announced that it is undertaking a strategic review process (the “**Strategic Review**”) which involves the consideration of, amongst other strategic options, the potential sale of the Company.

In accordance with Rule 2.11 of the City Code on Takeovers and Mergers (the “**Takeover Code**”), the purpose of this notification is to provide you with the enclosed copy of the announcement in respect of the Strategic Review made by the Company pursuant to Rule 2.4 of the Takeover Code (the “**Announcement**”). Certain other regulatory information required by the Code is set out below.

A copy of the Announcement, this letter and all other information, documents and announcements relating to the Strategic Review will be made available on the Company’s website at www.audioboomplc.com and will remain on the website during the course of the Strategic Review. For the avoidance of doubt, the content of the Company’s website is not incorporated into, and does not form part of, this letter.

Although the Announcement has put the Company into what is known as an “offer period” under the Takeover Code, there can be no certainty that an offer will be made nor as to the terms of any such offer nor that any changes will result from the Strategic Review. You are not required to take any action at the present time save that, under Rule 8 of the Takeover Code, certain persons are required to make “opening position disclosures” and “dealing disclosures” during the offer period as part of the disclosure requirements under the Takeover Code. Please see the summary of these disclosure requirements set out below.

Please note that details held by the Company in relation to you, including addresses, electronic addresses and certain other information provided by you for the receipt of communications from the Company, may be provided to an offeror during the offer period as required under Section 4 of Appendix 4 of the Takeover Code.

Yours faithfully,

Stuart Last

Chief Executive Officer of the Company

Directors' responsibility

The directors of the Company (the “Directors”) accept responsibility for the information contained in this letter (including any expressions of opinion). To the best of the knowledge and belief of the Directors (who have taken all reasonable care to ensure that such is the case), the information contained in this letter is in accordance with the facts and does not omit anything likely to affect the import of such information.

Disclosure requirements of the Takeover Code

Under Rule 8.3(a) of the Takeover Code, any person who is interested in 1 per cent. or more of any class of relevant securities of an offeree company or of any securities exchange offeror (being any offeror other than an offeror in respect of which it has been announced that its offer is, or is likely to be, solely in cash) must make an Opening Position Disclosure following the commencement of the offer period and, if later, following the announcement in which any securities exchange offeror is first identified.

An Opening Position Disclosure must contain details of the person's interests and short positions in, and rights to subscribe for, any relevant securities of each of (i) the offeree company and (ii) any securities exchange offeror(s). An Opening Position Disclosure by a person to whom Rule 8.3(a) applies must be made by no later than 3.30 p.m. (London time) on the 10th business day following the commencement of the offer period and, if appropriate, by no later than 3.30 p.m. (London time) on the 10th business day following the announcement in which any securities exchange offeror is first identified. Relevant persons who deal in the relevant securities of the offeree company or of a securities exchange offeror prior to the deadline for making an Opening Position Disclosure must instead make a Dealing Disclosure.

Under Rule 8.3(b) of the Takeover Code, any person who is, or becomes, interested in 1 per cent. or more of any class of relevant securities of the offeree company or of any securities exchange offeror must make a Dealing Disclosure if the person deals in any relevant securities of the offeree company or of any securities exchange offeror. A Dealing Disclosure must contain details of the dealing concerned and of the person's interests and short positions in, and rights to subscribe for, any relevant securities of each of (i) the offeree company and (ii) any securities exchange offeror(s), save to the extent that these details have previously been disclosed under Rule 8. A Dealing Disclosure by a person to whom Rule 8.3(b) applies must be made by no later than 3.30 p.m. (London time) on the business day following the date of the relevant dealing.

If two or more persons act together pursuant to an agreement or understanding, whether formal or informal, to acquire or control an interest in relevant securities of an offeree company or a securities exchange offeror, they will be deemed to be a single person for the purpose of Rule 8.3.

Opening Position Disclosures must also be made by the offeree company and by any offeror and Dealing Disclosures must also be made by the offeree company, by any offeror and by any persons acting in concert with any of them (see Rules 8.1, 8.2 and 8.4).

Details of the offeree and offeror companies in respect of whose relevant securities Opening Position Disclosures and Dealing Disclosures must be made can be found in the Disclosure Table on the Takeover Panel's website at www.thetakeoverpanel.org.uk, including details of the number of relevant securities in issue, when the offer period commenced and when any offeror was first identified. You should contact the Panel's Market Surveillance Unit on +44 (0)20 7638 0129 if you are in any doubt as to whether you are required to make an Opening Position Disclosure or a Dealing Disclosure.