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Company Announcement

The following is a Company Announcement issued by 9HCAPITAL p.l.c. (company registration number C57419) pursuant to Rule 4.11.16 of the Prospectus Rules

Update on securing client portfolio

With reference to company announcement 9HC82 dated 22 July 2024, 9HCAPITAL PLC is pleased to announce that its subsidiary, 9HDIGITAL LTD. (company registration number C49434), has submitted a Concentration Notification Form to the Malta Competition and Consumer Affairs Authority (MCCAA) for approval, regarding the potential acquisition of parts of the business of MPS Ltd. and acquisition of 100% of Class B shares of its subsidiary MPS Comms Ltd. at nominal value. An additional consideration, based on an earn-out mechanism calculated over three years, may apply. The consideration will be satisfied via cash reserves.

The business carried out by MPS includes Market Alignment & Activation Workshops, Strategy Consultancy & Advisory, Media Monitoring & Insights, Define & Align, Brand Architecture, Corporate Comms & ESG, Capital Markets, External Relations. On approval by the MCCAA, the acquisition will result in 9H expanding its client portfolio as well as its talent pool. Mr. Chris Mifsud, a key individual and Executive Director at MPS, who is also a director and shareholder of 9H Capital p.l.c., will be joining the C-suite team at 9HDIGITAL.

S. Caruana

Ms Sara Caruana
Company Secretary
27th March 2025

For more information on 9HCAPITAL p.l.c. please visit <https://www.9hcapital.com/investors/>