

Strictly Private and Confidential

To:

The Directors
Neo Media Publishing Limited
47 Great Marlborough Street
London
W1F 7JP

16 January 2025

Dear Sirs,

Recommended Final* Cash Acquisition of National World plc by Neo Media Publishing Limited (“Bidco”) to be effected by means of a scheme of arrangement under Part 26 of the Companies Act 2006 (the “Acquisition”)

We refer to the scheme document to be published and/or distributed to the holders of ordinary shares in the Company and the share plan letters to be published and/or distributed to the holders of share plan awards under the Company's share plans, in connection with the implementation of the Acquisition by means of a scheme of arrangement of the Company under Part 26 of the Companies Act, to be dated 20 January 2025 (the “**Scheme Document**” and the “**Share Plan Letters**” respectively).

We hereby consent to, and authorise, the inclusion in the Scheme Document and the Share Plan Letters of the references to our name in the form and context in which they appear.

Yours faithfully

By: 

Name: 

Title: Partner

For and on behalf of Europa Partners Limited