

# Cavendish

20 January 2025

The Directors  
National World plc  
Suite E3  
Joseph's Well  
Hanover Walk  
Leeds  
LS3 1AB

STRICTLY PRIVATE AND CONFIDENTIAL

Dear Directors,

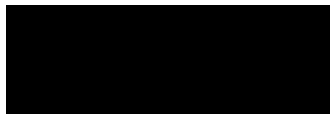
**The recommended cash acquisition of National World plc (“National World”) by Neo Media Publishing Limited (“Neo Media Publishing”), a newly formed company wholly-owned by Media Concierge (Holdings) Limited (the “Acquisition”).**

We refer to the letters to National World security holders for the purpose of Rule 15.2 of the City Code in relation to the Acquisition (the “**Rule 15 Letters**”).

We hereby confirm that we have given and not withdrawn our consent to the publication of the Rule 15 Letters with the inclusion therein of the references to our name in the form and context in which they appear.

Our consent is required for the issuance of the Rule 15 Letters and is given for the purpose of complying with that provision and for no other purpose.

Yours faithfully,



Head of Corporate Finance  
For and on behalf of Cavendish