

AIM Rule 26

This information is provided in accordance with AIM Rule 26.

Business description

Ebiquity is the world leader in media investment analysis

We harness the power of data to provide independent, fact-based advice, enabling brand owners to perfect media investment decisions and improve business outcomes.

We are a data-driven solutions company helping brand owners drive efficiency and effectiveness from their media spend, eliminating wastage and creating value.

Ebiquity is able to provide independent, unbiased advice and solutions to brands because we have no commercial interest in any part of the media supply chain.

Further information: www.ebiquity.com/about

Country of incorporation and main country of operation

Country of incorporation: England and Wales

Main country of operation: United Kingdom

Constitutional documents

Further information: www.ebiquity.com/about/investors/corporate-governance/

Exchanges and trading platforms

There are no other exchanges or trading platforms on which Ebiquity plc has applied or agreed to have any of its securities (including its AIM securities) admitted or traded.

The number of AIM securities in issue

Further information: www.ebiquity.com/about/investors/shareholders/

Details of any restrictions on the transfer of its AIM securities

There are no restrictions on the transfer of Ebiquity's AIM securities.

Annual report and accounts

www.ebiquity.com/about/investors/reports-accounts

Market notifications/Regulatory news

www.ebiquity.com/about/investors/regulatory-news/

Admission document

www.ebiquity.com/about/investors/corporate-governance/

Corporate governance code

The Board has applied the Quoted Companies Alliance Corporate Governance Code (the 'QCA Code') since July 2018 under Rule 26 of the AIM Rules. The Board continues to support the QCA Code's corporate governance principles and believes they provide a mechanism that is sufficiently robust but still flexible, which is appropriate and suitable for our business. The Board believes it complies with all the principles of the QCA Code. A copy of the QCA Code is available from www.theqca.com.

Ebiquity's 2021 Corporate Governance Statement can be found here www.ebiquity.com/about/investors/corporate-governance/

Company Directors

Further information: www.ebiquity.com/about/investors/board/

Responsibilities and membership of the board of directors and its committees

Further information: www.ebiquity.com/about/investors/corporate-governance/

UK City Code on Takeovers and Mergers

Ebiquity plc is subject to the UK City Code on Takeover and Mergers.

Nominated adviser and other key advisers

Nominated adviser: Panmure Gordon (UK) Limited

Further information: www.ebiquity.com/about/investors/shareholders