

STRICTLY PRIVATE AND CONFIDENTIAL

The Directors
Next Fifteen Communications Group plc
75 Bermondsey Street
London SE1 3XF

17 June 2022

Dear Sirs

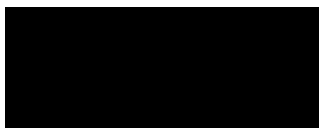
Cash and Share Acquisition of M&C Saatchi plc by Next Fifteen Communications Group plc (the "Cash and Share Acquisition")

We refer to the Scheme Document in relation to the Cash and Share Acquisition (the "Scheme Document") dated 17 June 2022 and to be posted to shareholders.

We hereby consent to the issue of the Scheme Document in the form attached with the inclusion therein of our name and the references to it in the form and context in which they appear.

Yours faithfully

For and on behalf of
SMITH SQUARE PARTNERS LLP



John Craven
Managing Partner

Smith Square Partners LLP
Westminster Tower
3 Albert Embankment
London SE1 7SP

T 020 3696 7260
smithsquarepartners.com

*Authorised and regulated by the
Financial Conduct Authority*

*Registered Office Westminster Tower
3 Albert Embankment London SE1 7SP*

*Smith Square Partners LLP
Registered in England and Wales
No OC337682*