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Corporate Finance
55 Baker Street
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The Directors
M&C Saatchi Plc
36 Golden Square
London
W1F 9EE

28 June 2022

Our ref: CS/ICH/BS/F228

Numis Securities Limited
45 Gresham Street
London
EC2V 7BF

Liberum Capital Limited
Ropemaker Place
Level 12
25 Ropemaker Street
London
EC2Y 9LY

Dear Sir or Madam

M&C Saatchi Plc (the “Company”) and its subsidiary undertakings (together the “Group”)

Defence document dated 28 June 2022 to be issued in connection with the offer by AdvancedAdvT Limited for the issued share capital of the Company (the “Defence Document”)

We have given and not withdrawn our consent to the inclusion in the Defence Document issued by the Company of our report relating to the profit forecast for the year ending 31 December 2022, as shown in the enclosed proof of the Defence Document which we have initialled on the front for identification.

Our consent is required by Rule 23.2 of the City Code on Takeovers and Mergers and is given for the purpose of complying with that provision and for no other purpose.

Yours faithfully

BDO LLP
Chartered Accountants