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FOR IMMEDIATE RELEASE

19 August 2022

M&C Saatchi plc

("M&C Saatchi" or the "Company")

Adjournment of M&C Saatchi Meetings

The Company confirms that, further to the announcement on 8 August 2022, the M&C Saatchi Meetings convened to be held today were adjourned, with resolutions to be proposed at them not put to the M&C Saatchi Shareholders present. As set out in the Company's announcement of 25 July 2022, Day 60 of the ADV Offer, being the latest date by which all of the conditions to the ADV Offer must be satisfied or waived, will be the fourth business day before the hearing of the Court to sanction the Next 15 Offer Scheme (the "Court Sanction Hearing"). As the timing of Day 60 of the ADV Offer is linked to the date of the Next 15 Court Sanction Hearing, given the adjournment of the M&C Saatchi Meetings, it is expected that Day 60 of the ADV Offer will also now occur in early Q4 2022. The Company will update shareholders on the expected timing of the reconvened M&C Saatchi Meetings and therefore Day 60 of the ADV Offer in due course.

M&C Saatchi Shareholders are not therefore required to take any action in respect of either the ADV Offer or Next 15 Offer at this time.

Next 15 has received the required regulatory approvals pursuant to the NSIA and the Australian foreign investment regulatory framework and the CMA has confirmed that it has no further questions in relation to the Next 15 Offer as at the date of this announcement. Accordingly, the only regulatory approval remaining outstanding for Next 15 is the CFIUS approval in the United States which it is expected will be received during the early part of Q4 2022 as detailed in the M&C Saatchi Scheme Document and in previous Company announcements.

Capitalised terms used but not defined in this announcement shall have the meanings given to them in the scheme document posted to its shareholders on 17 June 2022 (the "M&C Saatchi Scheme Document"), a copy of which is available on M&C Saatchi's website at www.mcsaatchiplc.com/next-15-approve.

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Relevant securities in issue

In accordance with Rule 2.9 of the Code, M&C Saatchi confirms that as at the date of this announcement, it has 122,743,435 ordinary shares of 1 pence each in issue and admitted to trading on AIM, the market operated by the London Stock Exchange (and holds 485,970 shares in treasury). The total number of voting rights in the Company is therefore 122,257,465. The International Securities Identification Number ("ISIN") for M&C Saatchi's ordinary shares is GB00B01F7T14.

Disclosure requirements of the Code

Under Rule 8.3(a) of the Code, any person who is interested in 1% or more of any class of relevant securities of an offeree company or of any securities exchange offeror (being any offeror other than an offeror in respect of which it has been announced that its offer is, or is likely to be, solely in cash) must make an Opening Position Disclosure following the commencement of the offer period and, if later, following the announcement in which any securities exchange offeror is first identified. An Opening Position Disclosure must contain details of the person's interests and short positions in, and rights to subscribe for, any relevant securities of each of (i) the offeree company and (ii) any securities exchange offeror(s). An Opening Position Disclosure by a person to whom Rule 8.3(a) applies must be made by no later than 3.30 pm (London time) on the 10th business day following the commencement of the offer period and, if appropriate, by no later than 3.30 pm (London time) on the 10th business day following the announcement in which any securities exchange offeror is first identified. Relevant persons who deal in the relevant securities of the offeree company or of a securities exchange offeror prior to the deadline for making an Opening Position Disclosure must instead make a Dealing Disclosure.

Under Rule 8.3(b) of the Code, any person who is, or becomes, interested in 1% or more of any class of relevant securities of the offeree company or of any securities exchange offeror must make a Dealing Disclosure if the person deals in any relevant securities of the offeree company or of any securities exchange offeror. A Dealing Disclosure must contain details of the dealing concerned and of the person's interests and short positions in, and rights to subscribe for, any relevant securities of each of (i) the offeree company and (ii) any securities exchange offeror(s), save to the extent that these details have previously been disclosed under Rule 8. A Dealing Disclosure by a person to whom Rule 8.3(b) applies must be made by no later than 3.30 pm (London time) on the business day following the date of the relevant dealing.

If two or more persons act together pursuant to an agreement or understanding, whether formal or informal, to acquire or control an interest in relevant securities of an offeree company or a securities exchange offeror, they will be deemed to be a single person for the purpose of Rule 8.3.

Opening Position Disclosures must also be made by the offeree company and by any offeror and Dealing Disclosures must also be made by the offeree company, by any offeror and by any persons acting in concert with any of them (see Rules 8.1, 8.2 and 8.4).

Details of the offeree and offeror companies in respect of whose relevant securities Opening Position Disclosures and Dealing Disclosures must be made can be found in the Disclosure Table on the Takeover Panel's website at www.thetakeoverpanel.org.uk, including details of the number of relevant securities in issue, when the offer period commenced and when any offeror was first identified. You should contact the Panel's Market Surveillance Unit on +44 (0)20 7638 0129 if you are in any doubt as to whether you are required to make an Opening Position Disclosure or a Dealing Disclosure.

Publication on a website

In accordance with Rule 26.1 of the Code, a copy of this announcement will be made available on the Company's website (www.mcsaatchiplc.com) no later than 12 noon (London time) on 22 August 2022. The content of the website referred to in this announcement is not incorporated into and does not form part of this announcement.