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FOR IMMEDIATE RELEASE

26 September 2022

M&C Saatchi plc

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

ADV Acceptance Levels and Continued Rejection of ADV Offer

Further to the announcement by AdvancedAdvT Limited ("ADV") earlier today, **the M&C Saatchi Directors note that support for the ADV Offer from existing M&C Saatchi Shareholders is currently only 0.31% of the issued share capital of M&C Saatchi, excluding the existing ADV and Vin Murria shareholdings.**

In light of the acceptances received by ADV as referenced above, the M&C Saatchi Directors note that, together with M&C Saatchi Shares that ADV already holds and the M&C Saatchi Shares held by Vin Murria, ADV has acquired or agreed to acquire pursuant to the ADV Offer or otherwise 27,618,491 M&C Saatchi Shares representing approximately 22.6% of all M&C Saatchi Shares.

The M&C Saatchi Directors further note that the ADV Offer is conditional on ADV receiving acceptances in respect of not less than 90 per cent. in value of the M&C Saatchi Shares to which the ADV Offer relates and of the voting rights attached to those shares. As at the date of this announcement, for the ADV Offer to become unconditional, ADV requires additional acceptances representing a further 67.4% in value of all M&C Saatchi Shares.

For the reasons set out in the Company's announcement dated 13 September 2022 the M&C Saatchi Directors continue to unanimously recommend that M&C Saatchi Shareholders reject the ADV Offer and urge M&C Saatchi Shareholders to take no action in respect of the ADV Offer.

Timetable

If the ADV Offer lapses following the final date for acceptance of it on 30 September 2022, the M&C Saatchi Meetings in respect of the Next 15 Offer will still take place in Q4 2022 once Next 15 receives its regulatory approvals in respect of the CFIUS filing, unless the Company decides to reconvene the M&C Saatchi Meetings for an earlier date. As noted in the Company's announcement on 19 August 2022, the Company will update M&C Saatchi Shareholders on the expected timing of the reconvened M&C Saatchi Meetings.

The M&C Saatchi Directors recognise the strength of the strategic, commercial and cultural fit of the Next 15 Offer, however at present they are unable to recommend it to M&C Saatchi Shareholders due to the current Next 15 share price.

Capitalised terms used but not defined in this announcement shall have the meanings given to them in the defence document related to the ADV Offer posted to M&C Saatchi Shareholders on 28 June 2022 (the "**M&C Saatchi Defence Document**"), a copy of which is available on M&C Saatchi's website at https://www.mcsaatchiplc.com/application/files/1716/5545/7716/Scheme_Documet_17_June_2022.pdf.

For further information please call:

M&C Saatchi plc

+44 (0)20-7543-4500

Gareth Davis, Chairman

Numis Securities

+44 (0)20-7260-1000

Nick Westlake, Stuart Ord, Iqra Amin, Gary Barford

Liberum

+44 (0)20-3100-2000

Neil Patel, Benjamin Cryer, Will King

Tim Medak, Mark Harrison, M&A

Brunswick

+44 (0)207-404-5959

Sumeet Desai, Stuart Donnelly, Kate Pope

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This announcement has been prepared in accordance with English law and the City Code of Takeovers and Mergers (the “**Code**”), and information disclosed may not be the same as that which would have been prepared in accordance with laws outside of the United Kingdom. The distribution of this announcement in jurisdictions outside the United Kingdom may be restricted by law and therefore persons into whose possession this announcement comes should inform themselves about, and observe, such restrictions. Any failure to comply with the restrictions may constitute a violation of the securities law of any such jurisdiction.

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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 27 September

2022. The content of the website referred to in this announcement is not incorporated into and does not form part of this announcement.