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The Board of Directors (the "Directors") M&C Saatchi plc 36 Golden Square London W1F 9EE

21 October 2022

Dear Sirs

M&C Saatchi plc (the "Company")

We refer to the circular published by the Company of the Notice to Reconvene the M&C Saatchi Meetings in relation to the Cash and Shares Offer for M&C Saatchi plc by Next Fifteen Communications Group plc dated on or around 21 October 2022 (the "Circular").

We hereby consent to the issue of the Circular with the inclusion therein of the references to ourselves in the form and context in which they appear.

Yours faithfully

For Liberum Capital Limited



Neil Patel Authorised Signatory Managing Director, Investment Banking