

Cavendish

18 December 2024

The Directors
National World plc
Suite E3
Joseph's Well
Hanover Walk
Leeds
LS3 1AB

STRICTLY PRIVATE AND CONFIDENTIAL

Dear Directors,

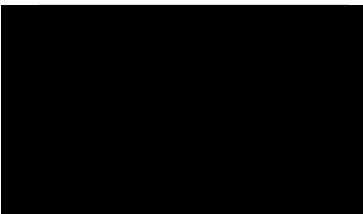
The recommended cash acquisition of National World plc (“National World”) by Neo Media Publishing Limited (“Neo Media Publishing”), a newly formed company wholly owned by Media Concierge (Holdings) Limited (the “Acquisition”).

We refer to the to the Rule 2.7 announcement proposed to be issued on or around the date hereof in relation to the Acquisition (the “**2.7 Announcement**”).

We hereby confirm that we have given and not withdrawn our consent to the publication of the 2.7 Announcement with the inclusion therein of the references to our name in the form and context in which they appear.

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

Yours faithfully,



Director of Corporate Finance
For and on behalf of Cavendish