

The Directors
Alakazam Holdings BidCo Limited ("**Alakazam Holdings**")
1 St. James's Market,
Carlton Street,
London,
SW1Y 4AH

The Directors
Equals Group plc ("**Equals**")
Third Floor Thames House Vintners Place,
68 Upper Thames Street,
London,
EC4V 3BJ

10 December 2024

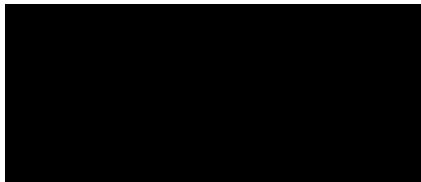
Dear Sirs,

RECOMMENDED CASH ACQUISITION OF EQUALS BY ALAKAZAM HOLDINGS

We refer to the announcement (the "**Announcement**"), expected to be released on 11 December 2024, under Rule 2.7 of the City Code on Takeovers and Mergers in connection with a recommended cash offer for Equals to be made by Alakazam Holdings.

We hereby give our consent to the inclusion in the Announcement of references to our name in the form and context in which they appear in the attached proof.

Yours faithfully,



For and on behalf of
Perella Weinberg UK Limited