

Strictly private and confidential

Alakazam Holdings BidCo Limited
1 St. James's Market
Carlton Street
London
SW1Y 4AH

11 December 2024

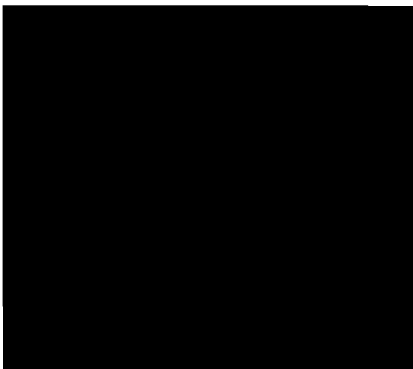
Dear Sirs

Recommended cash acquisition of Equals Group plc by Alakazam Holdings BidCo Limited (the "Acquisition")

We refer to the announcement pursuant to Rule 2.7 of the City Code on Takeovers and Mergers that is to be issued on or around the date hereof in connection with the Acquisition (the "Rule 2.7 Announcement").

N. M. Rothschild & Sons Limited hereby gives its consent to the inclusion in the Rule 2.7 Announcement of references to its name in the form and context in which they appear.

Yours faithfully



For and on behalf of
N. M. Rothschild & Sons Limited