

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

16 December 2024

Dear Sirs,

RECOMMENDED CASH ACQUISITION OF EQUALS BY ALAKAZAM HOLDINGS

We refer to the scheme document (the "Scheme Document"), expected to be released on 17 December 2024, in connection with the recommended cash offer for Equals to be made by Alakazam Holdings.

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

Yours faithfully,



Timm Schipporeit, Partner

For and on behalf of
Perella Weinberg UK Limited