

Anna Vikstrom Persson  
Bridge House  
Heron Square  
Richmond  
TW9 1EN

13 December 2022

Dear Anna,

### **Appointment as an independent Non-Executive Director of Videndum plc**

We are very pleased to extend an invitation to you to join the Board of Videndum plc (the “Company” or “Group”) as an independent Non-Executive Director with effect from 1 May 2023. We all hope that you will accept this invitation. Due to this appointment date, we will need to include your details in the 2023 AGM circular and a resolution for shareholders to approve your annual appointment in line with our articles of association. The AGM Notice will be sent to shareholders in mid-March 2023. Subject to you being on the Board for at least 12 months, it is the intention that you will in 2024 succeed Caroline Thomson as Chair of the Remuneration Committee on a date to be confirmed.

There are certain formalities to follow including the need for the Board to approve your appointment at a Board meeting and to make an announcement to the market upon that decision. We hope to do this at a Board meeting on 13 December 2022 and to make an announcement thereafter (14 December 2022). We will share a draft of that RNS with you in advance.

This is a contract for services and is not a contract of employment. If you are in agreement with it can you sign and return a copy to me for the Company’s record. Subject to receipt of this acceptance the Board will formally resolve to make the appointment with effect from 1 May 2023.

### **Appointment**

Your appointment will be for an anticipated initial term of three years commencing on 1 May 2023, unless otherwise terminated earlier by and at the discretion of either party upon one month’s written notice. Continuation of your appointment is contingent upon satisfactory performance and re-election at every Annual General Meeting (“AGM”) in accordance with the Company’s articles.

Non-Executive Directors, subject to re-election at every AGM, are typically expected to serve two or three three-year terms, subject to Board approval.

**Videndum plc**  
Bridge House, Heron Square,  
Richmond, TW9 1EN,  
United Kingdom  
  
T +44 (0)20 8332 4600  
info@videndum.com  
  
videndum.com

There is no right to re-nomination by the Board, either annually or after any three-year period.

### **Termination**

We may terminate your appointment with immediate effect for reasons including, but not limited to: if you commit a material breach of your obligations as a Director; found guilty of fraud; arrested for a criminal offence; declared bankrupt; disqualified from being a Director; or bring the Company into disrepute (including a breach of the Company's Code of Conduct). Further, if shareholders do not re-elect you as a Director, or you are retired from office under the articles, your appointment shall terminate with immediate effect. On termination of your appointment you will be required to resign from office as a Director of the Company.

### **Time commitment**

We anticipate a time commitment of no more than two days per month after the induction phase. This will include attendance at Board and Committee meetings, the AGM and other Company meetings as may be required from time-to time, some of which may be held overseas. There are six scheduled Board meetings a year (with Board dinners on the preceding evening), with Committee meetings held periodically around the same dates, and I attach the calendar of Board and Committee meetings for 2023 and 2024. In addition, you will be expected to devote appropriate preparation time ahead of each meeting.

By accepting this appointment, you have confirmed that you are able to allocate sufficient time to meet the expectations of your role. The prior agreement of the Chairman should be sought before accepting additional commitments not already declared that might impact on the time you are able to devote to your role as a Non-Executive Director of the Company.

### **Role**

Non-Executive Directors have the same general legal responsibilities to the Company as any other Director. The Board as a whole is collectively responsible for and has a duty to promote the success of the Company. The Board:

- provides entrepreneurial leadership of the Company within a framework of prudent and effective controls which enable risk to be assessed and managed;
- sets the Company's strategic aims, ensures that the necessary financial and human resources are in place for the Company to meet its objectives, and reviews management performance; and

- sets the Company's values and standards and ensure that its obligations to its shareholders and others are understood and met. All Directors must take decisions objectively in the interests of the Company.

In addition to these requirements of all Directors, the role of the Non-Executive Director has the following key elements:

- **Strategy.** Non-Executive Directors should constructively challenge and help develop proposals on strategy.
- **Performance.** Non-Executive Directors should scrutinise the performance of management in meeting agreed goals and objectives and monitor the reporting of performance.
- **Risk.** Non-Executive Directors should satisfy themselves on the integrity of financial information and that financial controls and systems of risk management are robust and defensible.
- **People.** Non-Executive Directors are responsible for determining appropriate levels of remuneration of Executive Directors and have a prime role in appointing, and where necessary removing, Executive Directors and in succession planning.

Upon appointment you will be provided with a full copy of the Matters Reserved to the Board.

You must exercise your powers as a Director with due regard for your obligations under prevailing laws and regulations, and under the Company's policies and procedures, including our Code of Conduct. The Company Secretary will provide you with details on this and with copies of the Group's policies.

### **Fees and Expenses**

You will be paid the following fees:

- £52,750 gross per annum for your role as a Non-Executive Director.

All fees will be paid monthly in arrears through PAYE and are subject to income tax and other statutory deductions. Fees are reviewed annually by the Board with any changes taking effect from 1 January. Additional fees are paid for being Chair of one of the Board's main committees. The Company will reimburse you for all reasonable and properly documented expenses you incur in performing the duties of your office. You should submit expense claims to the Company Secretary in a timely manner.

### **Outside interests**

It is accepted and acknowledged that you have business interests other than those of the Company and have declared any conflicts that are apparent at present. In the event that you become aware of any potential conflicts of interest, these should be disclosed to the Chairman and Company Secretary immediately.

**Confidentiality**

All information acquired during your appointment is confidential to the Company and should not be released, either during your appointment or following termination (by whatever means), to third parties without prior clearance from the Chairman.

Your attention is also drawn to the requirements under both legislation and regulation as to the disclosure of price sensitive information. Consequently you should avoid making any statements that might risk a breach of these requirements without prior clearance from the Chairman or Company Secretary.

**Share Dealing**

As a Director of the Company you will be subject to the Company's Share Dealing Rules which the Company Secretary will provide to you. In summary, you must not deal in the Company's shares without seeking advance clearance to deal from the Chairman.

**Induction**

The Company Secretary will make arrangements for a comprehensive induction when convenient for you. We will arrange for site visits and meetings with senior and middle management, and the Company's brokers and auditors.

**Evaluation**

The performance of individual Directors and the whole Board and its Committees is evaluated annually. If, in the interim, there are any matters which cause you concern about your role you should discuss them with the Chairman as soon as is appropriate.

**Insurance and Indemnity**

The Company has Directors' and Officers' Liability Insurance and it is intended to maintain such cover for the full term of your appointment. The current indemnity limit is £40 million; a copy of the policy document will be provided by the Company Secretary. The Board has also resolved to provide indemnities to all Directors and other officers of the Group in respect of potential claims that may be made against them as a result of them performing their duties for the Group. Upon appointment such an indemnity will be put in place for you.

**Independent professional advice**

Occasions may arise when you consider that you need professional advice in the furtherance of your duties as a Director. Circumstances may occur when it will be

appropriate for you to seek advice from independent advisors at the Company's expense. Clearance should be sought in advance from the Chairman.

**Committees**

Upon appointment it is intended that you also serve as a member of the Audit, Remuneration and Nominations Committees. The Company Secretary will provide full details on each of these Committees including meeting dates and terms of reference.

I look forward to receiving your counter-signed letter and we very much look forward to you joining us at this exciting time in Videndum's development.

Yours sincerely

Signed by Ian McHoul

Ian McHoul  
Chairman

I confirm and agree to the terms of my appointment as an independent Non-Executive Director of Videndum plc as set out in this letter.

Signed by Anna Vikstrom Persson

12/13/2022

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Signed

\_\_\_\_\_  
Date