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Videndum

Role and Responsibilities of the Group Chief Executive

(Reviewed / Approved 19 December 2025)

From 28 October 2024, the Chairman has been an Executive Chairman for Videndum overseeing the operational and business performance whilst the Videndum Group is restructured and refinanced.

The Group Chief Executive is accountable and reports to the Board and is responsible for running the Group's business. In particular the Group Chief Executive is responsible for:

1. Business Strategy and Management

1.1. Develop an effective strategy for the Group.

1.2. The successful achievement of objectives and execution of strategy, following presentation to, and approval by, the Board. This includes the regular review of operational performance and the strategic direction of the Group's business.

1.3. Preparing and submitting to the Board an annual budget and three year strategic plan for the business and ensuring their achievement following Board approval.

1.4. Ensuring that the strategy and objectives are clearly communicated and understood by investors, employees and other stakeholders.

1.5. Providing direction and effective leadership to the Group's employees, including the senior executive team.

1.6. Overseeing the development, manufacturing, distribution, marketing and promotion of the Group's products.

1.7. Monitor the performance of the Company's principal advisors including Brokers and Communications advisors.

2. Investment and Financing

2.1. Examining all trade investments and major capital expenditure projects and the approval of such in accordance with the Group's delegated powers and levels of authority.

2.2. Identifying and successfully executing acquisitions and disposals in accordance with the Group's delegated powers and levels of authority.

2.3. Identifying and executing new business opportunities outside the Group's current business activities, subject to approval by the Board, in accordance with the Group's delegated powers and levels of authority.

3. Risk Management and Controls

3.1. Managing the Group's risk profile, including health and safety and environmental performance.

3.2. Ensuring that appropriate internal controls are in place including delegated powers and levels of authority.

3.3.

3.4. Ensuring that appropriate and effective policies and procedures are in place and that conform to the highest standards. These policies include: code of conduct (including ethics and bribery), health and safety, environmental, share dealing, corporate social responsibility (ESG), whistleblowing, and IT.

4. **HR and Remuneration**

4.1. Making recommendations on remuneration policy, senior executive remuneration and terms of employment (Executive Committee) to the Remuneration Committee.

4.2. Setting group HR policies, including management development and succession planning for senior executives and appointment and termination of employment of the senior executive team.

5. **Communications**

5.1. Providing effective communications with shareholders, employees and other stakeholders.

5.2. Ensuring that the Chairman and Board are kept fully informed in a timely manner on business developments and financial performance against agreed strategic objectives and budgets.

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