

If you are in any doubt as to any aspect of the proposals referred to in this document or as to the action you should take, you should seek your own independent advice from a stockbroker, solicitor, accountant, or other authorised professional advice.

If you have sold or otherwise transferred all of your Videndum plc ("the Company") ordinary shares, please pass this document together with the accompanying documents to the purchaser or transferee, or to the person who arranged the sale or transfer, so they can pass these documents to the person who now holds the shares.

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# Videndum plc

(Incorporated and registered in England and Wales with number 00227691)

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## Notice of Annual General Meeting

Tuesday 19 May 2026 at 14:00

The notice of the Annual General Meeting ("AGM") of Videndum plc to be held at Regal House, 70 London Road, Twickenham, TW1 3QS on Tuesday, 19 May 2026 at 14:00 is set out in this notice.

**Whether or not you propose to attend the Annual General Meeting, please complete and submit a proxy form in accordance with the instructions printed on the enclosed form. The proxy form must be received by 18:00 on Friday 15 May 2026. Please note that a proxy need not be a shareholder of the Company.**

**Videndum**

# Chairman's Letter

7 April 2026

To the ordinary shareholders of Videndum plc

Dear Shareholder,

## Notice of Annual General Meeting

The AGM will be held at 14:00 on Tuesday, 19 May 2026 at Regal House, 70 London Road, Twickenham, TW13QS and the notice of the AGM ("the Notice") can be found on page 4 of this document. A map of the venue is shown on the reverse of the attendance card.

I will exercise my right as Chairman in accordance with the Company's Articles of Association that shareholders will be required to vote on all resolutions at the AGM by way of poll rather than a show of hands. The Board and I consider this as good corporate governance since it enables all votes submitted via a proxy form to be counted.

Shareholders attending the AGM will have the opportunity to ask questions to the Board and vote on the resolutions proposed. The outcome of the vote at the AGM will be announced by way of a Stock Exchange announcement after the close of the AGM and will be published on our website.

Whether you propose to attend the AGM or not, please complete the enclosed proxy form and return it to our registrars, Equiniti Limited. They must receive it no later than 18:00 on Friday 15 May 2026. The return of the proxy form will not prevent you from attending the AGM and voting in person should you wish.

Set out below is a short explanation of each resolution at the AGM. Resolutions 1 to 11 are ordinary business as the Company considers these to be matters that would usually be dealt with at an AGM and require a simple majority of votes cast to be in favour of the resolution to be approved. Resolutions 12 to 15 are special business. Resolutions 1 to 12 (inclusive) are ordinary resolutions and require a simple majority of votes cast to be in favour of the resolution to be approved. Resolutions 13 to 15 (inclusive) are special resolutions and require at least 75% of votes cast to be in favour of the resolution to be approved.

## Resolution 1

### Report and Accounts

The Directors present the report and audited Group accounts for the year ended 31 December 2025 ("2025 Annual Report") for adoption. Copies of the 2025 Annual Report will be available at the meeting. The 2025 Annual Report may also be accessed on the Company's website at [www.videndum.com](http://www.videndum.com).

## Resolution 2

### Directors' Remuneration Report

The Annual Report on Remuneration in the 2025 Annual Report gives details of the payments and share awards made to Directors in connection with their performance and that of the Company during the year ended 31 December 2025. It is confirmed that this annual Remuneration Report and payments made to Directors in 2025 are in accordance with the Directors' Remuneration Policy approved by shareholders at the Company's Annual General Meeting on 16 June 2025 and amended at a General Meeting on 28 July 2025.

PricewaterhouseCoopers LLP ("PwC LLP") audited those parts of the Directors' Remuneration Report that are required to be audited and their report can be found in the 2025 Annual Report.

## Resolutions 3 to 9

### Reappointment of Directors

The Company's Articles of Association require that each Director must offer themselves for reappointment by shareholders every year. Accordingly, a separate resolution for each Director to seek reappointment is included in this Notice. We ask shareholders to approve the reappointment of:

- Stephen Harris, Graham Oldroyd, Anna Vikström Persson, Polly Williams, Eva Lindqvist, Aidan de Brunner and Brian Morgan.

Martin Cooke has informed the Board that he will cease to be a director of the Company with effect from 30 April 2026. Therefore, he will not stand for re-election at the AGM on 19 May 2026.

Aidan de Brunner was appointed as a non-executive director with effect from 31 July 2025 having previously acted as a consultant to the Group. His letter of appointment has been varied with effect from 7 April 2026. Under the variation, his notice period has been reduced from 12 months to 30 days and his fee has been changed from £240,000 per annum to £65,400 per annum with effect from that date to bring it in line with the terms of the letters of appointment of other non-executive directors. This change has been implemented to reflect the successful completion of the refinancing of the business on 30 March 2026 and that Aidan de Brunner's role will revert to that of a normal independent non-executive director rather than being focussed on the refinancing of the business. A payment of £240,000 will be made to Aidan de Brunner to compensate for the variation in terms.

Biographies of each Director of the Board are set out in the 2025 Annual Report.

In 2025, an internal Board evaluation was conducted. The Nominations Committee Report in the 2025 Annual Report sets this out in more detail. The 2025 internal Board evaluation found that each Director seeking reappointment is performing to the highest standards, continues to be an effective member of the Board and demonstrates commitment to the role. Each member of the Board continues to provide independent character and judgement to the running of the business.

## Resolutions 10 and 11

### Reappointment of PwC LLP as auditor and authorisation for the Directors to set the auditor's remuneration

The Company is required to reappoint its auditor annually and at the 2025 AGM, the Company appointed PwC LLP as its auditor. The Audit Committee considered the performance of PwC LLP at its Audit Committee meetings on 16 March 2026 and 27 March 2026 and recommended the reappointment of PwC LLP to the Board.

Resolution 10 therefore proposes the reappointment of PwC LLP as the Company's auditor, to hold office from the conclusion of this meeting until the conclusion of the next general meeting at which accounts are laid before the Company.

Resolution 11 seeks to authorise the Board to set the remuneration payable to the Company's auditor. Details of the remuneration paid during the year ended 31 December 2025 to PwC LLP can be found in the 2025 Annual Report.

# Notice of Annual General Meeting 2026

## Resolution 12

### Allotment of share capital

This resolution would give the Directors authority to allot ordinary shares or grant rights to subscribe for or convert any securities into ordinary shares up to an aggregate nominal amount equal to £40,123 (representing 4,012,300 issued ordinary shares of 1 pence each). This amount represents approximately 10% of the Company's issued ordinary share capital (excluding treasury shares and deferred shares) as at 7 April 2026, the latest practicable date prior to publication of this Notice. A similar resolution was approved at the 2025 AGM and will expire at the 2026 AGM. The Directors therefore wish to seek renewal of this authority.

The authority sought under this resolution will expire at the earlier of 19 August 2027 or the conclusion of the 2027 AGM. The Directors have no present intention to exercise the authority sought under this resolution other than to allot shares to satisfy the exercise of share options to the Company's employees under the Company's share plans, notably the International Sharesave Plan.

The Company holds no shares in treasury.

## Resolution 13

### Disapplication of pre-emption rights

This special resolution would give the Directors the authority to allot ordinary shares (or sell any ordinary shares which the Company elects to hold in treasury) for cash without first offering them to existing shareholders in proportion to their existing shareholdings.

This authority would be similar to previous years, limited to allotments or sales in connection with pre-emptive offers and offers to holders of other equity securities if required by the rights of those shares or as the Board otherwise considers necessary, or otherwise up to an aggregate nominal amount of £20,061 (representing 2,006,150 ordinary shares of 1 pence each). This aggregate nominal amount represents approximately 5% of the Company's issued ordinary share capital as at 7 April 2026, the latest practicable date prior to the publication of this Notice.

The Directors confirm their intention to follow the shareholder protections in Part 2B of the 2022 Statement of Principles and the expected features of a follow-on offer as set out in paragraph 3 of Part 2B of the 2022 Statement of the Principles to the extent relevant (as the Company is not seeking authority for follow-on offers).

The authority, if approved, will expire at the earlier of 19 August 2027 or the conclusion of the Company's AGM to be held in 2027.

The Company holds no ordinary shares in treasury as at the date of this Notice.

## Resolution 14

### Authority for the Company to make market purchases of its own shares

This special resolution seeks authority for the Company to purchase up to 10% of its issued ordinary shares (excluding any treasury shares and deferred shares), renewing the authority granted by the shareholders at previous AGMs. The Company has not purchased or cancelled any ordinary shares during 2025.

The Directors have no present intention of exercising the authority to make market purchases; however, the authority provides flexibility to allow them to do so in future.

The minimum price, exclusive of expenses, which may be paid for an ordinary share is 1 pence (its nominal value). The maximum price, exclusive of expenses, which may be paid for an ordinary share is the highest of:

- An amount equal to 5% above the average market value for an ordinary share for the five business days immediately preceding the date of the purchase; and
- The higher of the price of the last independent trade and the highest current independent bid on the trading venues where the purchase is carried out.

Shares purchased by the Company pursuant to this authority may be held in treasury or may be cancelled, depending on which course of action is considered by the Directors to be in the best interest of shareholders at that time.

The Company has options outstanding over 6,898 ordinary shares, representing 0.017% of the Company ordinary issued share capital as at 7 April 2026. If the authority given by this resolution were to be fully used, these options would represent 0.019% of the Company's ordinary issued share capital at that date.

## Resolution 15

### Authority to call General Meetings on 14 clear days' notice

This special resolution is required as under the Companies Act 2006. The notice period required for General Meetings of the Company is 21 days unless shareholders approve a shorter notice period, which cannot be less than 14 clear days. AGMs will continue to be held on at least 21 clear days' notice.

This special resolution seeks shareholders' approval to hold General Meetings on short notice period of no less than 14 days notice.

The shorter notice period of 14 days would not be used as a matter of routine for such meetings, but only where the flexibility is merited by the business of the meeting and is thought to be to the advantage of shareholders as a whole.

The provisions of the Companies Act 2006 mean that, in order to be able to call a General Meeting on less than 21 clear days' notice, the Company must make a means of electronic voting available to all shareholders for that meeting.

The approval will be effective until the Company's AGM in 2027, when it is intended that a similar resolution will be proposed.

A similar authority was sought and given by shareholders at the 2025 AGM.

## Recommendation

The Directors consider that all the resolutions put to the 2026 AGM are in the best interests of the Company and its shareholders as a whole. Your Directors will be voting in favour of them in respect of their respective share interests in the Company and unanimously recommend that you do so as well.

**Stephen Harris**  
Chairman

## Notice of Annual General Meeting

Notice is hereby given that the AGM of Videndum plc (the "Company") will be held at Regal House, 70 London Road, Twickenham, TW1 3QS on Tuesday 19 May 2026 at 14:00.

Resolutions 1 to 12 (inclusive) will be proposed as ordinary resolutions and resolutions 13 to 15 (inclusive) will be proposed as special resolutions.

### Ordinary business

1. That the audited accounts, and the Auditors' Report thereon, the Directors Report and the Strategic Report for the year ended 31 December 2025 be received and adopted.
2. That the Directors' Remuneration Report, other than the part containing the Directors' Remuneration Policy, in the form set out in the Company's Annual Report for the year ended 31 December 2025, be approved.
3. That Stephen Harris be reappointed as a Director.
4. That Graham Oldroyd be reappointed as a Director.
5. That Anna Vikström Persson be reappointed as a Director.
6. That Polly Williams be reappointed as a Director.
7. That Eva Lindqvist be reappointed as a Director.
8. That Aidan de Brunner be reappointed as a Director.
9. That Brian Morgan be reappointed as a Director.
10. That PricewaterhouseCoopers LLP be reappointed as auditor of the Company, to hold office until the conclusion of the next general meeting at which accounts are laid before the Company.
11. That the Directors be authorised to determine the remuneration of the auditor.
12. That the Directors be and they are hereby generally and unconditionally authorised to exercise all the powers of the Company to allot shares in the Company and to grant rights to subscribe for or convert any security into shares in the Company up to a nominal amount of £40,123 so that the Board may impose any limits or restrictions and make any arrangements which it considers necessary or appropriate to deal with treasury shares, fractional entitlements, record dates, legal, regulatory or practical problems in, or under the laws of, any territory or any other matter, such authority to expire at the conclusion of next year's AGM (or, if earlier, on the close of business on 19 August 2027) save that the Company may, before such expiry, make offers and enter into agreements during the relevant period which would, or might, require shares to be allotted or rights to subscribe for or convert securities into shares to be granted after such expiry and the Directors may allot shares or grant rights to subscribe for or convert securities into shares under any such offer or agreement as if the authority had not ended.
13. That, subject to the approval of Resolution 12, the Directors be given power to allot equity securities (as defined in the Companies Act 2006) for cash under the authority given by that resolution and/or where the allotment is treated as an allotment of equity securities under section 560(3) of the Companies Act 2006, free of the restriction in section 561(1) of the Companies Act 2006; such power to be limited in the case of the authority granted under Resolution 12 and/or in the case of any sale of treasury shares which is treated as an allotment of equity securities under section 560(3) of the Companies Act 2006, to the allotment of equity securities up to a nominal amount of £20,061, such power to expire at the conclusion of next year's AGM (or, if earlier, on the close of business on 19 August 2027) save that the Company may, before such expiry, make offers, and enter into agreements, which would, or might, require equity securities to be allotted or treasury shares to be sold after such expiry and the Directors may allot equity securities and sell treasury shares in pursuance of such offer or agreement as if the power conferred hereby had not expired.
14. That the Company be and is hereby generally and unconditionally authorised for the purposes of section 701 of the Companies Act 2006 to make one or more market purchases (as defined in section 693(4) of the Companies Act 2006) of its ordinary shares of 1 pence each ("ordinary shares"), such power to be limited:
  - a. to a maximum number of 4,012,300 ordinary shares;
  - b. by the condition that the minimum price which may be paid for an ordinary share is 1 pence and the maximum price which may be paid for an ordinary share is the highest of:
    - i. an amount equal to 5% above the average market immediately preceding the day on which that ordinary share is contracted to be purchased; and
    - ii. the higher of the price of the last independent trade and the highest current independent bid on the trading venues where the purchase is carried out, in each case, exclusive of expenses, such power to expire at the conclusion of next year's AGM (or, if earlier, on the close of business on 19 August 2027) save that, in each case, the Company may enter into a contract or contracts to purchase ordinary shares which will or may be completed or executed wholly or partly after the expiry of such power and the Company may purchase ordinary shares pursuant to any such contract as if the power had not ended.
15. That a general meeting other than an annual general meeting may be called on not less than 14 clear days' notice.

By order of the Board

**Jon Bolton**

Group Company Secretary  
7 April 2026

Registered Office: William Vinten Building, Easlea Road,  
Bury St Edmunds, IP32 7BY  
Registered in England and Wales No. 00227691

## Notes to AGM Notice of Meeting

1. Ordinary shareholders are entitled to appoint a proxy to exercise all or any of their rights to attend, speak or vote on their behalf at the meeting. A shareholder may appoint more than one proxy in relation to the AGM provided that each proxy is appointed to exercise the rights attached to a different share or shares held by that shareholder. A proxy need not be a shareholder of the Company. A proxy form which may be used to make such appointment and give proxy instructions accompanies this Notice. If you do not have a proxy form and believe that you should have one, or if you require additional forms, please contact Equiniti Limited on +44 (0)371 384 2030. Lines are open between 8.30am and 5.30pm, Monday to Friday, excluding public holidays in England and Wales.  
For the avoidance of doubt, the deferred shares in the capital of the Company do not carry any voting rights and shareholders should exclude any such shares in their proxy form.
2. To be valid, any proxy form or other instrument appointing a proxy must be received by post at Equiniti Limited, Aspect House, Spencer Road, Lancing, West Sussex, BN99 6DA, no later than 18:00 on Friday 15 May 2026 (or, in the event of any adjournment, so as to arrive no later than 48 hours, excluding non-working days, before the time appointed for the adjourned AGM). It is possible for you to submit your proxy votes online by going to Equiniti's Shareview website, [www.shareview.co.uk](http://www.shareview.co.uk), and logging in to your Shareview Portfolio. Once you have logged in, simply click "View" on the 'My Investments' page and follow the on-screen instructions. If you have not registered for a Shareview Portfolio, go to [www.shareview.co.uk](http://www.shareview.co.uk) and enter the requested information. It is important that you register for a Shareview Portfolio with enough time to complete the registration and authentication process.
3. The return of a completed proxy form, other such instrument or any CREST Proxy Instruction (as described in paragraph 9 below) will not prevent a shareholder attending the AGM and voting in person if he/she wishes to do so. If you have appointed a proxy and then attend the AGM in person, your proxy appointment will automatically be terminated.
4. Any person to whom this Notice is sent who is a person nominated under section 146 of the Companies Act 2006 to enjoy information rights (a "Nominated Person") may, under an agreement between him/her and the shareholder by whom he/she was nominated, have a right to be appointed (or to have someone else appointed) as a proxy for the AGM. If a Nominated Person has no such proxy appointment right or does not wish to exercise it, he/she may, under any such agreement, have a right to give instructions to the shareholder as to the exercise of voting rights.
5. The statement of the rights of shareholders in relation to the appointment of proxies in paragraphs 1 and 2 above does not apply to Nominated Persons. The rights described in these paragraphs can only be exercised by shareholders of the Company.
6. To be entitled to attend and vote at the AGM (and for the purpose of the determination by the Company of the votes they may cast), shareholders must be registered in the Company's register of members by close of business on Friday 15 May 2026 at 18:00, or, in the event of any adjournment, by close of business on the date which is two working days before the time of the adjourned meeting. Changes to the register of members after the relevant deadline shall be disregarded in determining the rights of any person to attend and vote at the meeting.
7. As at 7 April 2026 the Company's issued share capital consists of (i) 40,123,007 ordinary shares, carrying one vote each; and (ii) 103,613,600 deferred shares, which carry no votes. The Company held no shares in treasury as at this date. Therefore, the total voting rights in the Company as at 7 April 2026 are 40,123,007.
8. CREST members who wish to appoint a proxy or proxies through the CREST electronic proxy appointment service may do so by using the procedures described in the CREST Manual (available via [www.euroclear.com](http://www.euroclear.com)). CREST personal members or other CREST sponsored members, and those CREST members who have a service provider(s), should refer to their CREST sponsor or voting service provider(s), who will be able to take the appropriate action on their behalf.
9. For a proxy appointment or instruction made using the CREST service to be valid, the appropriate CREST message (a "CREST Proxy Instruction") must be properly authenticated in accordance with Euroclear UK & Ireland Limited's specifications, and must contain the information required for such instruction, as described in the CREST Manual. The message, regardless of whether it constitutes the appointment of a proxy or is an amendment to the instruction given to a previously appointed proxy must, in order to be valid, be transmitted to be received by the issuer's agent (ID RA19) by 18:00 on Friday 15 May 2026. For this purpose, the time of receipt will be taken to be the time (as determined by the timestamp applied to the message by the CREST Application Host) from which the issuer's agent is able to retrieve the message by enquiry to CREST in the manner prescribed by CREST. After this time any change of instructions to proxies appointed through CREST should be communicated to the appointee through other means.
10. CREST members and, where applicable, their CREST sponsors or voting service providers should note that Euroclear UK & Ireland Limited does not make available special procedures in CREST for any particular message. Normal system timings and limitations will, therefore, apply in relation to the input of CREST Proxy Instructions. It is the responsibility of the CREST member concerned to take (or, if the CREST member is a CREST personal member, or sponsored member, or has appointed a voting service provider, to procure that his CREST sponsor or voting service provider(s) take(s)) such action as shall be necessary to ensure that a message is transmitted by means of the CREST system by any particular time. In this connection, CREST members and, where applicable, their CREST sponsors or voting system providers are referred, in particular, to those sections of the CREST Manual concerning practical limitations of the CREST system and timings.
11. The Company may treat as invalid a CREST Proxy Instruction in the circumstances set out in Regulation 35(5) (a) of the Uncertificated Securities Regulations 2001.
12. Shareholders should note that it is possible that, pursuant to requests made by the Company's shareholders under section 527 of the Companies Act 2006 who meet the threshold requirements set out in that section, the Company may be required to publish on a website a statement setting out any matter relating to: (i) the audit of the Company's accounts (including the auditor's report and the conduct of the audit) that are to be laid before the AGM; or (ii) any circumstance connected with an auditor of the Company ceasing to hold office since the previous meeting at which annual accounts and reports were laid in accordance with section 437 of the Companies Act 2006. The Company may not require the shareholders requesting any such website publication to pay

- its expenses in complying with sections 527 or 528 of the Companies Act 2006. Where the Company is required to place a statement on a website under section 527 of the Companies Act 2006, it must forward the statement to the Company's auditor not later than the time when it makes the statement available on the website. The business which may be dealt with at the AGM includes any statement that the Company has been required under section 527 of the Companies Act 2006 to publish on a website.
13. Any corporation which is a shareholder can appoint one or more corporate representatives who may exercise on its behalf all of its powers as a shareholder provided that they do not do so in relation to the same shares.
  14. In the case of joint holders, where more than one of the joint holders purports to appoint a proxy, only the appointment submitted by the most senior holder will be accepted. Seniority is determined by the order in which the names of the joint holders appear in the Company's register of members in respect of the joint holding (the first-named being the most senior).
  15. Under section 338 and section 338A of the Companies Act 2006, shareholders meeting the threshold requirements in those sections have the right to require the Company:
    - (i) to give, to the Company's shareholders entitled to receive notice of the meeting, notice of a resolution which may properly be moved and is intended to be moved at the meeting; and/or
    - (ii) to include in the business to be dealt with at the meeting any matter (other than a proposed resolution) which may be properly included in the business. A resolution may properly be moved or a matter may properly be included in the business unless: (a) (in the case of a resolution only) it would, if passed, be ineffective (whether by reason of inconsistency with any enactment or the Company's constitution or otherwise); (b) it is defamatory of any person; or (c) it is frivolous or vexatious. Such a request may be in hard copy form or in electronic form, must identify the resolution of which notice is to be given or the matter to be included in the business, must be authorised by the person or persons making it, must be received by the Company not later than 14 April 2026, being the date at which notice was given of the meeting, and (in the case of a matter to be included in the business only) must be accompanied by a statement setting out the grounds for the request. You may not use any electronic address provided in either this Notice or in any related documents (including the Chairman's Letter and proxy form) to communicate with the Company for any purposes other than those expressly stated.
  16. Any shareholder attending the meeting has the right to ask questions. The Company must cause to be answered any such question relating to the business being dealt with at the meeting but no such answer need be given if: (i) to do so would interfere unduly with the preparation for the meeting or involve the disclosure of confidential information; (ii) the answer has already been given on a website in the form of an answer to a question; or (iii) it is undesirable in the Company's interests or the good order of the meeting that the question be answered. Shareholders may submit their questions to the Board in advance of the meeting by sending an email to [info@videndum.com](mailto:info@videndum.com) and the Company will respond to these promptly.
  17. A copy of this Notice, and other information required by section 311A of the Companies Act 2006, can be found at [www.videndum.com](http://www.videndum.com).
  18. The following documents will be available for inspection at the Company's registered office at William Vinten Building, Easlea Road, Bury St Edmunds, IP32 7BY during normal business hours on each business day from the date of this Notice up to the date of the AGM and will also be available for inspection at the place of the AGM from 30 minutes before the AGM until it ends:
    - Copy of the Chairman's and Chief Financial Officer's service contracts; and
    - Copies of letters of appointment of the Non-Executive Directors
  19. Personal data provided by shareholders during or in respect of the AGM will be processed according to the Company's privacy policy, which is available on our website at [www.videndum.com](http://www.videndum.com)
  20. The Company has in place security and health and safety arrangements for the Annual General Meeting for the benefit of its members. Any person who does not comply with security measures will be denied entry or removed from the meeting.
  21. Under section 527 of the Companies Act 2006 members meeting the threshold requirements set out in that section have the right to require Videndum to publish on a website a statement setting out any matter relating to: (i) the audit of Videndum's accounts (including the Auditors report and the conduct of the audit) that are to be laid before the AGM; or (ii) any circumstance connected with an Auditor of Videndum ceasing to hold office since the previous meeting at which annual accounts and reports were laid in accordance with section 437 of the Companies Act 2006. Videndum may not require the shareholders requesting any such website publication to pay its expenses in complying with sections 527 or 528 of the Companies Act 2006. Where Videndum is required to place a statement on a website under section 527 of the Companies Act 2006, it must forward the statement to Videndum's Auditor not later than the time when it makes the statement available on the website. The business which may be dealt with at the AGM includes any statement that CCEP has been required under section 527 of the Companies Act 2006 to publish on a website.



**Videndum plc**  
Registered in England and  
Wales with number  
00227691

Registered office:  
William Vinten Building,  
Easlea Road, Bury St  
Edmunds, IP32 7BY