

ANCHOVY.

Company Registration Number C57419
(the “Company”)

Company Announcement

The following is a company announcement issued by ANCHOVY STUDIOS p.l.c. pursuant to Rule 4.11.13 of the Prospects Rules.

Quote

Anchovy Studios p.l.c (“The Company”) announces that on 28th February 2021, it concluded a Standard Articles of Association Agreement to incorporate Anchovy Digital Ltd under the jurisdiction of the United Arab Emirates (“The Subsidiary”).

Anchovy Studios p.l.c holds shares in Anchovy Digital Ltd, representing a 60% shareholding. The remaining 40% shareholding of the Subsidiary is held equally between two Emirati partners.

Anchovy Digital Ltd is a Digital Experience agency based out of Dubai, mirrored on Anchovy Studios plc’s concept. The aim of the Subsidiary’s incorporation is to attract and be more accessible for clients in the MENA region to reach out and work with the team behind Anchovy Studios plc.

Anchovy Digital Ltd will be operating from an office in the Dubai International Financial Centre (DIFC) in the United Arab Emirates (UAE).

The Dubai International Finance Centre is the leading financial hub in the Middle East, boasting a business ecosystem of over 2,400 registered firms from various industries. Anchovy Digital Ltd was accepted as part of the DIFC Innovation Hub; home to the largest innovation ecosystem in the region which aims to pave the way for start-ups and tech firms in the region.

Unquote

By order of the Board of Directors of Anchovy Studios p.l.c.

S. Caruana

Sara Caruana
Company Secretary
2nd March 2021

For more information on ANCHOVY STUDIOS p.l.c. please visit <https://anchovyinc.com/investors/>