

# ANCHOVY.

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## Company Announcement

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

### Quote

*With reference to the Company Announcement ANC 44, wherein the Company announced the disposal of significant minority interest in Onest Marketing Intelligence Limited (C 85712), a company carrying out data collection and data analysis services.*

*The Directors of the Company would like to clarify that the shareholders agreement was concluded on the 9<sup>th</sup> October 2020 and not 9<sup>th</sup> September 2020.*

*In accordance with Prospectus MTF Rule 4.11.17, the disposal of shares is classified as a Class 1 transaction since it met the consideration test.*

*The transaction consideration will be satisfied by way of issue of 30,000 Ordinary Shares in Onest Market Intelligence Limited (C 85712), having a nominal value of one Euro (€1) each to be allotted to PnC Malta (the "Investing Party") for a cash consideration. In conjunction, Onest Market Intelligence Limited will issue a further 43,800 Ordinary Shares, having a nominal value of one Euro (€1), which will be allotted to the Company so that it retains majority shareholding. In addition to the share issue, the Agreement provides for a joint funding and investment plan to be executed by the parties in pursuing the business plan set out for the launch of the Company's data activities.*

*Onest Market Intelligence is a bold and innovative company that aims to have a meaningful positive impact on society by helping businesses and governments make sense of the world around them using data. The aim of the Company is to generate quick, actionable market intelligence and deploy them across clients' strategic decisions.*

*Onest Market Intelligence started its operations towards the end of 2019 and thus no profits have been registered as at date of the above transaction. However, the gross assets involved in the above transaction amount to €29,600*

*This transaction will bring along numerous synergies amongst the activities of both companies with the possibility of offering more services to its customers. The subject disposal does not, however, influence the Company's forecast of future financial results in such a measure to justify the revision of the Business Plan as submitted and approved at the time of admission to Prospectus MTF.*

### Unquote

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

*S. Caruana*

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Ms Sara Caruana  
Company Secretary  
30<sup>th</sup> October 2020

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