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Company Announcement

The following is a company announcement issued by 9HCapital plc (the ‘Company’) pursuant to Rule 4.11.13 of the Prospectus Rules.

Quote

9HCAPITAL P.L.C. (C57419) announces that, further to Company Announcement 9HC85, on 28 April 2025, the Malta Competition and Consumer Affairs Authority (MCCAA) has granted its approval for the transaction. With this approval, the final condition precedent for the acquisition has been satisfied. Completion of the acquisition is scheduled to take effect on 1 May 2025.

This strategic acquisition represents a significant milestone for 9HCAPITAL and its subsidiary, 9HDIGITAL Ltd (C49434), enabling the expansion of service offerings into traditional media buying and related creative services. The transaction will also strengthen the Group’s client portfolio and talent pool, with Mr. Chris Mifsud — a key executive at MPS, and a director and shareholder of 9HCAPITAL P.L.C. — set to join the C-suite team at 9HDIGITAL.

The consideration for the acquisition will be settled through the Company’s cash reserves and may be subject to an additional earn-out component based on performance over the next three years.

S. Caruana

Ms Sara Caruana
Company Secretary
29 April 2025

For more information on 9H Capital plc, please visit <https://www.9hcapital.com/investors/>