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To employees and employee representatives of Science in Sport plc (“SiS” or the “Company”) or any of its subsidiaries

11 October 2022

STRATEGIC REVIEW AND COMMENCEMENT OF OFFER PERIOD

In accordance with Rule 2.11 of the City Code on Takeovers and Mergers (the “Code”), we attach a copy of the announcement released by the Company on 30 September 2022 (the “Announcement”) that the board of directors of the Company is undertaking a review of all the strategic options available to the Company, which may or may not result in a sale of the Company, through the commencement of a Strategic Review (the “Strategic Review”).

Following announcement of the Strategic Review, the Company is treated as being in an “offer period” for the purposes of the Code, although there can be no certainty that the Strategic Review will result in an offer or as to the terms on which any offer may be made.

This letter is sent to you in accordance with the requirements of the Code.

Documents in hard copy form

All shareholders are entitled to receive communications from the Company in hard copy form. If you are receiving this letter electronically, it is because you have previously consented to receiving electronic communications. If you would also like to receive a copy of this letter and the attached Announcement in hard copy form, and/or request that all future documents, announcements and information sent to you in relation to the Strategic Review, please do so by contacting the Company by phone, email or in writing (see below for contact details). Hard copies will be sent to you within two business days of the request being received.

Website

This letter and all other documents, announcements or information published in relation to the Strategic Review will be available on the website of the Company at <https://www.sisplc.com/>. A copy of the press release announcing the Strategic Review is already available on the website at the above address.

Rights of employee representatives to express their views

If an offer is made for the Company, duly elected employee representatives of the Company will have the right under Rule 25.9(a)(i) of the Code to append to the Board’s circular to shareholders on the offer, when published, a separate opinion giving their view on the effects of the offer on their employment.

The Company would be responsible for the costs reasonably incurred by employee representatives in obtaining any advice required for the verification of the information contained in their opinion in order to

comply with the standards of the Code and any such opinion would also be published on the Company's website. If the employee representatives' opinion were not received in good time before publication of the Board's circular, the Company would promptly publish it on the Company's website and announce its publication, provided it was received no later than 14 days after the date on which the offer, if made, becomes or is declared wholly unconditional.

Further information

Please note that, under the Code, addresses, electronic addresses and certain other information provided to the Company by shareholders and persons with information rights for the receipt of communications from the Company may be provided to any offeror during the offer period as required under Section 4 Appendix 4 of the Code. Please also note the summary contained within the Announcement of those further disclosure requirements which apply under the Code and as are also set out in the notes to this letter below.

Should you have any questions concerning any administrative matter relating to your shareholding (if any) in the Company or in relation to the Strategic Review, please contact ir@sisplc.com or 02074003702.

Yours faithfully

A handwritten signature in black ink, appearing to be 'S. Moon', written in a cursive style.

Stephen Moon, Chief Executive Officer
Science in Sport plc

IMPORTANT NOTICES

The directors of the Company accept responsibility for the information contained in this letter. To the best of the knowledge and belief of the directors of the Company (who have taken all reasonable care to ensure that such is the case) the information contained in this letter is in accordance with the facts and does not omit anything likely to affect the import of such information.

This notification is not a summary of the information contained in the Announcement and should not be regarded as a substitute for reading the Announcement in full.

Disclosure requirements of the Takeover Code

Under Rule 8.3(a) of the Code, any person who is interested in 1% or more of any class of relevant securities of an offeree company or of any securities exchange offeror (being any offeror other than an offeror in respect of which it has been announced that its offer is, or is likely to be, solely in cash) must make an Opening Position Disclosure following the commencement of the offer period and, if later, following the announcement in which any securities exchange offeror is first identified. An Opening Position Disclosure must contain details of the person's interests and short positions in, and rights to subscribe for, any relevant securities of each of (i) the offeree company and (ii) any securities exchange offeror(s). An Opening Position Disclosure by a person to whom Rule 8.3(a) applies must be made by no later than 3.30 pm (London time) on the 10th business day following the commencement of the offer period and, if appropriate, by no later than 3.30 pm (London time) on the 10th business day following the announcement in which any securities exchange offeror is first identified. Relevant persons who deal in the relevant securities of the offeree company or of a securities exchange offeror prior to the deadline for making an Opening Position Disclosure must instead make a Dealing Disclosure.

Under Rule 8.3(b) of the Code, any person who is, or becomes, interested in 1% or more of any class of relevant securities of the offeree company or of any securities exchange offeror must make a Dealing Disclosure if the person deals in any relevant securities of the offeree company or of any securities exchange offeror. A Dealing Disclosure must contain details of the dealing concerned and of the person's interests and short positions in, and rights to subscribe for, any relevant securities of each of (i) the offeree company and (ii) any securities exchange offeror(s), save to the extent that these details have previously been disclosed under Rule 8. A Dealing Disclosure by a person to whom Rule 8.3(b) applies must be made by no later than 3.30 pm (London time) on the business day following the date of the relevant dealing.

If two or more persons act together pursuant to an agreement or understanding, whether formal or informal, to acquire or control an interest in relevant securities of an offeree company or a securities exchange offeror, they will be deemed to be a single person for the purpose of Rule 8.3.

Opening Position Disclosures must also be made by the offeree company and by any offeror and Dealing Disclosures must also be made by the offeree company, by any offeror and by any persons acting in concert with any of them (see Rules 8.1, 8.2 and 8.4).