

Science in Sport PLC (the “Company”) – General Meeting Admittance Card

Notice of Availability – important, please read carefully.

You can now access the Scheme Document at <https://www.sisplc.com/possible-offer/>

The General Meeting of the Company will be held at 10:45 a.m. (London time) (or as soon thereafter as the Court Meeting has concluded or been adjourned) on 29 May 2025 at the offices of Addleshaw Goddard LLP at One St Peter’s Square, Manchester, M2 2DE.

Unless otherwise defined herein, capitalised terms used in this Form of Proxy shall have the meanings respectively given to them in Part VII of the scheme document of the Company dated 6 May 2025 (“Scheme Document”).

Please read the Notice of General Meeting in Part IX of the Scheme Document and the explanatory notes to this Form of Proxy before completing this form.

You are strongly encouraged to complete and return the Form of Proxy that accompanies this card even if you wish to attend the General Meeting. Doing so will not prevent you from attending, voting or speaking in person at such General Meeting, but will ensure that your vote is counted if you are unable to attend.

To be effective all Forms of Proxy must be received by the Company’s registrar, Equiniti, not later than 10:45 a.m. (London time) on 27 May 2025 (or in the case of an adjourned meeting, not less than 48 hours before the time of such adjourned meeting (excluding any part of such 48 hour that is not a Business Day)). It is also possible to hand this white Form of Proxy to a representative of Equiniti at the General Meeting or the Chairman of the General Meeting or to scan and email it to Equiniti at proxyvotes@equiniti.com, before the start of the General Meeting.

Science in Sport PLC Shareholders are reminded that only members and proxy holders will be admitted to the General Meeting, except by prior written arrangement with the Company Secretary.

If attending the General Meeting, you or your proxy should detach and sign this card and present it at the entrance to the meeting room.

Name of Proxy* (Please use block capitals)

Signature(s) of Science in Sport PLC Shareholder

Signature of Proxy*

* If appointed.

GENERAL MEETING PROXY CARD

Shareholder Reference Number

Please tick here if this proxy instruction is one of multiple instructions being given (see note 4). Please indicate how you wish to vote on each of the resolutions by marking ‘X’ in the appropriate box.

Number of shares being voted (see note 2 and 4)

Member (Form of Proxy)

I/We being a Science in Sport PLC shareholder/shareholders hereby appoint the Chairman of the General Meeting; or the following person (see note 2)

Name

as my/our proxy to attend, speak and vote on my/our behalf at the General Meeting to be held on 29 May 2025 at 10:45 a.m. and any adjournment thereof.

Signature

Date

Resolutions

Please mark ‘X’ to indicate how you wish your proxy to vote (see note 11).

SPECIAL RESOLUTIONS

- | | | | |
|--|--------------------------|--------------------------|--------------------------|
| 1. To authorise the directors of the Company (or a duly authorised committee thereof) to take all such action as they may consider necessary or appropriate for carrying the Scheme into effect; and | For | Against | Vote
Withheld |
| | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| 2. To amend the articles of association of the Company as set out in the notice of General Meeting. | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |

ORDINARY RESOLUTION

- | | | | |
|---|--------------------------|--------------------------|--------------------------|
| 3. To approve the Rollover Arrangements, Cash Bonuses and Trust Payments and authorise the directors of the Company to do or procure to be done all such acts and things as they consider necessary or expedient for giving effect to them. | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
|---|--------------------------|--------------------------|--------------------------|

Explanatory Notes

- To be valid, the Form of Proxy must reach Equiniti, Aspect House, Spencer Road, Lancing BN99 6DA by 10:45 a.m. (London time) on 27 May 2025 (or in the case of an adjourned meeting, not less than 48 hours before the time of such adjourned meeting (excluding any part of such 48 hour period that is not a Business Day)). It is also possible to hand this while Form of Proxy to a representative of Equiniti at the General Meeting or the Chair of the General Meeting or to scan and email it to Equiniti at proxyvotes@equiniti.com, before the start of the General Meeting.
1. Full details of the resolutions to be proposed at the General Meeting, with explanatory notes, are set out in Part IX of the Scheme Document. Before completing this Form of Proxy, please also read the section headed "Action to be taken by SIS Shareholders" at paragraph 15 of Part I of the Scheme Document.
 2. Science in Sport PLC shareholders are entitled to appoint a proxy to attend, speak and vote on their behalf at the General Meeting. A proxy need not be a member of the Company, but Science in Sport PLC Shareholders are strongly encouraged to appoint the Chairman of the General Meeting as their proxy, rather than a named person who may not be able to attend the General Meeting. If you wish to appoint a person other than the Chairman of the General Meeting, please insert the name of your chosen proxy holder in the space provided. If the proxy is being appointed in relation to less than your full voting entitlement, please enter the number of shares in relation to which they are authorised to act in the box provided. If left blank, your proxy will be deemed to be authorised in respect of your full voting entitlement.
 3. You are strongly encouraged to complete and return this Form of Proxy even if you wish to attend the General Meeting. Appointing a proxy will not prevent you from attending, voting or speaking in person at the General Meeting, but will ensure that your vote is counted if you are unable to attend.
 4. Science in Sport PLC Shareholders may appoint more than one proxy in relation to the General Meeting, provided that each proxy is appointed to exercise the rights attached to a different share or shares held by them. Additional proxy forms(s) may be obtained by contacting Equiniti or by photocopying this form. Please indicate in the box provided the number of shares in relation to which the proxy is authorised to act. All forms must be signed and should be returned together in the same envelope.
 5. CREST members who wish to appoint a proxy or proxies through the CREST electronic proxy appointment service for the General Meeting or any adjournment(s) thereof may do so by using the procedures described in the CREST Manual (available at <https://my.euroclear.com>). CREST personal members or other CREST sponsored members, and those CREST members who have appointed a voting service provider(s), should refer to their CREST sponsor or voting service providers, who will be able to take the appropriate action on their behalf.
 6. In order for a proxy appointment or instruction made by means of CREST to be valid, the CREST Proxy Instruction must be properly authenticated in accordance with Euroclear's specifications and must contain the information required for such instructions, as described in the CREST Manual. The message, regardless of whether it constitutes the appointment of a proxy or an arrangement to the instructions given to a previously appointed proxy, must, in order to be valid, be transmitted so as to be received by Equiniti (ID HA19) by 10:45 a.m. (London time) on 27 May 2025 (or in the case of an adjourned meeting, not less than 48 hours before the time of such adjourned meeting (excluding any part of such 48 hour period that is not a Business Day)). 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 Applications Host) from which Equiniti 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.
 7. CREST members (and, where applicable, their CREST sponsors or voting service providers) should note that Euroclear does not make available special procedures in CREST for any particular messages. Normal system timing and limitations will therefore apply in relation to the input of CREST Proxy Instructions. It is the responsibility of the Science in Sport PLC Shareholders who hold shares through CREST to take (or, if the CREST member is a CREST personal member or sponsored shareholder or has appointed a voting service provider, to procure that their CREST sponsor or voting service provider takes) such action as will be necessary to ensure that a CREST Proxy Instruction 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 service providers) are referred, in particular, to those sections of the CREST Manual concerning practical limitations of the CREST system and timings.
 8. The Company may treat as invalid a CREST Proxy Instruction in the circumstances set out in Regulation 35(5)(a) of the CREST Regulations.
 9. Any corporation which is a Science in Sport PLC Shareholder may authorise a person or persons to act as its corporate representative(s) at the General Meeting and to exercise (on behalf of the corporation) the same powers as the corporation could exercise if it were an individual member of the Company, provided that they do not do so in relation to the same shares. Corporations must execute this form under their common seal or under the hand of an authorised officer or attorney.
 10. In the case of joint holders, any one such joint holder may tender a vote, whether in person or by proxy. However the vote of the senior who tenders a vote, whether in person or by proxy, will be accepted to the exclusion of the votes of the other joint holder(s). Where more than one of the joint holders purport to appoint one or more proxies, only the purported appointment submitted by the most senior holder will be accepted. For this purpose, seniority will be determined by the order in which the names stand in the register of members of the Company in respect of the relevant joint holding.
 11. If no specific instructions are given, the proxy will vote or abstain from voting as they think fit on the specified resolutions and, unless instructed otherwise, the person appointed as proxy may also vote or abstain from voting as they think fit on any other business (including amendments to resolutions) which may properly come before the meeting.
 12. Completion of the Form of Proxy will not preclude a Science in Sport PLC Shareholder from attending and voting in person.
 13. The "Vote Withheld" option is not a vote in law and will not be counted in the calculation of votes. "For" and "Against" a resolution.
 14. Any alterations made in this Form of Proxy should be initialed by the person who signs it.
 15. Science in Sport PLC Shareholders may not use any electronic address provided in this Form of Proxy or any related documents to communicate with the Company for any purposes other than those expressly stated.
 16. Science in Sport PLC Shareholders have the right to request information to enable them to determine that their vote was validly recorded and counted. Science in Sport PLC Shareholders that wish to receive this information should contact Equiniti on +44 (0)371 384 2050. Lines are open from 8:30 a.m. to 5:30 p.m. Monday to Friday (excluding public holidays in England and Wales). Alternatively, Science in Sport PLC Shareholders can write to Equiniti, Aspect House, Spencer Road, Lancing, West Sussex BN99 6DA.
 17. If Science in Sport PLC Shareholders wish to receive a further hard copy of the documents relating to the Scheme, please call +44 (0)371 384 2050 or write to Equiniti, Aspect House, Spencer Road, Lancing, West Sussex BN99 6DA, stating their name, shareholding and Shareholder Reference Number.
- If you have any questions relating to this Form of Proxy, please call or write to Equiniti using the details listed above. Please note that Equiniti cannot provide any financial, legal or tax advice and calls may be recorded and monitored for security and training purposes.
18. All references in this Form of Proxy to times are to London time unless otherwise stated.

PLEASE USE REPLY-PAID ENVELOPE PROVIDED