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FOR IMMEDIATE RELEASE

27 May 2025

RECOMMENDED CASH ACQUISITION

of

Science in Sport plc ("SiS")

by

Einstein Bidco Limited ("Bidco")

a newly formed company indirectly wholly-owned by funds advised by bd-capital Partners Limited ("bd-capital")

to be effected by means of a scheme of arrangement under Part 26 of the Companies Act 2006

DISCLOSURES UNDER RULES 2.10(C) AND 26 OF THE TAKEOVER CODE

On 17 April 2025, the board of directors of Bidco, a newly-formed company indirectly wholly-owned by funds advised by bd-capital, and the Independent SiS Directors (being the directors of SiS, other than Daniel Wright ("**DW**"), Christopher Welsh and Daniel Lampard) announced that they had reached agreement on the terms and conditions of a recommended all cash acquisition pursuant to which Bidco will acquire the entire issued, and to be issued, share capital of SiS (the "**Acquisition**") to be implemented by way of a Court-sanctioned scheme of arrangement (the "**Scheme**") under Part 26 of the Companies Act 2006.

The circular in relation to the Scheme was published or made available to SiS Shareholders on 6 May 2025 (the "**Scheme Document**"). Capitalised terms used in this announcement shall, unless otherwise defined, have the same meanings as set out in Part VII (*Definitions*) of the Scheme Document.

In the Share Exchange and Equity Terms Deed, Bidco received an irrevocable undertaking (the "**Irrevocable Undertaking**") from DW dated 17 April 2025 to, *inter alia*, exercise (or procure the exercise of) voting rights in favour of the Special Resolution at the General Meeting in respect of his legal and/or beneficial holdings of SiS Shares (or those SiS Shares over which he has control) comprising 1,319,141 SiS Shares (as at the Latest Practicable Date), such SiS Shares comprising 0.57% of the entire issued share capital of SiS ("**DW Shares**").

Contrary to DW's prior understanding, the DW Shares are legally and beneficially owned by a third party over whom DW has no control or influence. DW is accordingly unable to exercise (or procure the exercise of) the voting rights attached to the DW Shares and he is therefore unable to comply with the Irrevocable Undertaking. DW understands that the third party who is the registered and beneficial owner of the DW Shares will not vote any of them at the Court Meeting or the General Meeting, resulting in them not being voted on any of the resolutions on which DW has undertaken not to vote, but also not being voted on the Special Resolution on which DW has undertaken to vote in favour.

As a result, the total number of SiS Shares which are subject to irrevocable undertakings given to Bidco pursuant to the Share Exchange and Equity Terms Deed is 7,123,968, representing approximately 3.07 per cent. of the issued share capital of SiS as at the Latest Practicable Date.

None of the irrevocable undertakings given in respect of other SiS Shares in which DW is interested are affected by the ownership status of the DW Shares mentioned above. DW is interested in Gomrath's

holding of 6,882,352 SiS Shares, representing 2.96% of the SiS Shares in issue as at the Latest Practicable Date. DW has rights to subscribe for SiS Shares pursuant to the SiS Subsidiary Put and Call Options by virtue of his interest in SiS Subsidiary Shares (including the rights held by the Elidor Trust) as set out in Part VI (*Additional Information*) of the Scheme Document. DW has no legal or beneficial interest in any other SiS Shares.

The Share Exchange and Equity Terms Deed and the Scheme Document (at Part VI (*Additional Information*) of the Scheme Document) further contemplate that the DW Shares will be excluded from the Scheme as Excluded Shares and will instead be transferred to Bidco under the Share Exchange and Equity Terms Deed, in exchange for a combination of cash consideration and Rollover Loan Notes (as defined in the Share Exchange and Equity Terms Deed).

However, given the ownership position referred above, the DW Shares will not be Excluded Shares and will instead be Scheme Shares for the purposes of the Scheme, and (subject to, *inter alia*, the relevant resolutions being passed at the Court Meeting and General Meeting and the sanction of the Court) will therefore be transferred to Bidco pursuant to the Scheme for wholly cash consideration.

This is contrary to the intention described in the Scheme Document (and enshrined in the Share Exchange and Equity Terms Deed and the Put and Call Option Deed) that the DW Shares will be transferred to Bidco in exchange for a combination of cash consideration and Rollover Loan Notes, which will subsequently be exchanged through a series of put and call arrangements for B ordinary shares and B preference shares in the capital of Topco (the "**Rollover Shares**").

As the DW Shares will be transferred to Bidco pursuant to the Scheme (rather than pursuant to the terms of the Share Exchange and Equity Terms Deed), the Share Exchange and Equity Terms Deed and the Put and Call Option Deed have been amended in order to reflect that the DW Shares will be transferred to Bidco pursuant to the Scheme (rather than pursuant to the terms of the Share Exchange and Equity Terms Deed) and DW will instead subscribe £36,691 in cash for the Rollover Shares in the same amount and, so far as is possible, on the same terms as originally contemplated by the Scheme Document, the Share Exchange and Equity Terms Deed and the Put and Call Option Deed. Any SiS Shares to be acquired pursuant to the SiS Subsidiary Put and Call Options are not affected by the ownership position of the DW Shares or the amendments to the Share Exchange and Equity Terms Deed and the Put and Call Option Deed and will be transferred to Bidco under the Share Exchange and Equity Terms Deed as originally contemplated.

The proposed amendments to the Share Exchange and Equity Terms Deed and the Put and Call Option Deed change only the route by which DW obtains the Rollover Shares and do not vary any other terms of the Acquisition. The expected timetable for the implementation of the Scheme as set out in the Scheme Document remains unchanged.

A copy of this announcement and the documents required to be published in connection with it (being the amended and restated Share Exchange and Equity Terms Deed and Put and Call Option Deed) will be made available, subject to certain restrictions relating to persons resident in Restricted Jurisdictions, on SiS's website at <https://www.sisplc.com/possible-offer/> by no later than 12 noon (London time) on the first Business Day following the date of this announcement in accordance with Rule 26.1 of the Takeover Code.

Enquiries

Investec (Financial Adviser to bd-capital and Bidco)

+44 (0) 20 7597 4000

Oliver Cardigan

Maria Gomez de Olea

Joanna Langley

**Panmure Liberum (Financial Adviser, Rule 3 Adviser, +44 (0) 20 3100 2000
Nominated Adviser and Broker to SiS)**

Investment Banking:

Bidhi Bhoma

Edward Thomas

John More

Joshua Borlant

M&A:

Tim Medak

Addleshaw Goddard LLP is acting as legal adviser to SiS in connection with the Acquisition. Stephenson Harwood LLP is acting as legal adviser to bd-capital and Bidco in connection with the Acquisition.

Important Notices

*Investec Bank plc ("**Investec**"), which is authorised in the United Kingdom by the Prudential Regulation Authority (the "**PRA**") and regulated in the United Kingdom by the PRA and the FCA, is acting exclusively for bd-capital and Bidco as financial adviser and no one else in connection with the matters referred to in this announcement and will not regard any other person as its client in relation to such matters and accordingly will not be responsible to anyone other than bd-capital and Bidco for providing the protections afforded to clients of Investec, nor for providing advice in relation to any matter referred to in this announcement. Neither Investec nor any of its subsidiaries, branches or affiliates owes or accepts any duty, liability or responsibility whatsoever (whether direct or indirect, whether in contract, in tort, under statute or otherwise) to any person who is not a client of Investec in connection with the matters referred to in this announcement, any statement contained herein or otherwise. Apart from the responsibilities and liabilities, if any, which may be imposed on Investec by the Financial Services and Markets Act 2000, or the regulatory regime established thereunder, or under the regulatory regime of any jurisdiction where exclusion of liability under the relevant regulatory regime would be illegal, void or unenforceable, neither Investec nor any of its subsidiaries, branches or affiliates accepts any responsibility or liability whatsoever for the contents of this announcement or for the omission of any material information for which it is not responsible, and no representation or warranty, express or implied, is made by it, or purported to be made on its behalf, in relation to the contents of this announcement, including its accuracy, completeness or verification of any other statement made or purported to be made by it, or on its behalf, in connection with the Acquisition or the matters described in this announcement. To the fullest extent permitted by applicable law, Investec, its subsidiaries, branches and its affiliates accordingly disclaim all and any responsibility or liability whether arising in tort, contract or otherwise (save as referred to above in this paragraph) which they might otherwise have in respect of this announcement, or any statement contained herein.*

*Panmure Liberum Ltd ("**Panmure Liberum**"), which is authorised and regulated by the FCA in the United Kingdom, is acting as adviser for the purposes of Rule 3 of the Takeover Code and financial adviser to SiS and no one else in connection with the matters referred to in this announcement and will not be responsible to anyone other than SiS for providing the protections afforded to clients of Panmure Liberum, or for providing advice in relation to the matters referred to in this announcement. Neither Panmure Liberum nor any of its affiliates owes or accepts any duty, liability or responsibility whatsoever (whether direct or indirect, whether in contract, in tort, under statute or otherwise) to any person who is not a client of Panmure Liberum in connection with the matters referred to in this announcement, any statement contained herein or otherwise.*

Further information

This announcement is for information purposes only and is not intended to and does not constitute, or form part of an offer, invitation or the solicitation of an offer to purchase, otherwise acquire, subscribe for, sell or otherwise dispose of any securities, or the solicitation of any vote or approval in any

jurisdiction, pursuant to the Acquisition or otherwise, nor shall there be any sale, issuance or transfer of securities of SiS in any jurisdiction in contravention of applicable law. The Acquisition will be made solely pursuant to the terms of the Scheme Document (or, if the Acquisition is to be implemented by way of a Takeover Offer, the Offer Document), which contains the full terms and conditions of the Acquisition, including details of how SiS Shareholders may vote in respect of the Acquisition. Any vote, approval, decision in respect of, or other response to, the Acquisition should be made only on the basis of the information contained in the Scheme Document (or any other document by which the Acquisition is made by way of a Takeover Offer).

The statements contained in this announcement are made as at the date of this announcement, unless some other time is specified in relation to them, and the release of this announcement shall not give rise to any implication that there has been no change in the facts set out in this announcement since such date. This announcement does not constitute a prospectus or prospectus equivalent or exempted document.

No person should construe the contents of this announcement as legal, financial or tax advice. If you are in any doubt about the contents of this announcement or the action you should take, you are recommended to seek your own independent financial advice immediately from your stockbroker, bank manager, solicitor, accountant or from an independent financial adviser duly authorised under FSMA if you are resident in the United Kingdom, or another appropriately authorised independent financial adviser, if you are in a territory outside the United Kingdom.

Certain figures included in this announcement have been subjected to rounding adjustments.

Overseas Shareholders

This announcement has been prepared for the purpose of complying with English law, the Takeover Code, UK MAR, the Disclosure Guidance and Transparency Rules and the AIM Rules and the information disclosed may not be the same as that which would have been disclosed if this announcement had been prepared in accordance with the laws of jurisdictions outside England. Nothing in this announcement should be relied on for any other purpose.

The release, publication or distribution of this announcement in or into certain jurisdictions other than the United Kingdom may be restricted by the laws and/or regulations of those jurisdictions and therefore persons into whose possession this announcement comes who are subject to the laws and/or regulations of any jurisdiction other than the United Kingdom should inform themselves about and observe any such applicable laws and/or regulations in their jurisdiction. In particular, the ability of persons who are not resident in the United Kingdom or who are subject to the laws of another jurisdiction to participate in the Acquisition or to vote their SiS Shares with respect to the Scheme at the Court Meeting, the Resolutions at the General Meeting, or to execute and deliver Forms of Proxy appointing another person as proxy to vote at the Court Meeting or the General Meeting on their behalf, may be affected by the laws of the relevant jurisdiction in which they are located or to which they are subject. Any failure to comply with such restrictions may constitute a violation of the securities laws of such jurisdiction. To the fullest extent permitted by applicable law, the companies and persons involved in the Acquisition disclaim any responsibility or liability for the violation of such restrictions by any person.

Unless otherwise determined by Bidco or required by the Takeover Code, and permitted by applicable law and regulation, the Acquisition shall not be made available, in whole or in part, directly or indirectly, in, into or from a Restricted Jurisdiction where to do so would violate the laws or regulations in that jurisdiction and no person may vote in favour of the Acquisition by any such use, means, instrumentality or from within a Restricted Jurisdiction or any other jurisdiction if to do so would constitute a violation of the laws or regulations of that jurisdiction.

The Acquisition will be subject to the applicable requirements of English law, the Takeover Code, the Panel, the AIM Rules, the London Stock Exchange and the FCA.

Copies of this announcement and any formal documentation relating to the Acquisition are not being, and must not be, directly or indirectly, mailed or otherwise forwarded, distributed or sent in or into or from any Restricted Jurisdiction or any jurisdiction where to do so would constitute a violation of the laws or regulations of such jurisdiction and persons receiving such documents (including custodians, nominees and trustees) must not mail or otherwise forward, distribute or send them in or into or from any Restricted Jurisdiction. Doing so may render invalid any related purported vote in respect of the Acquisition.

Further details and information in relation to Overseas Shareholders are contained in the Scheme Document.

Additional information for U.S. investors

U.S. SiS Shareholders should note that the Acquisition relates to an offer for the shares of a UK company and is being made by means of a scheme of arrangement provided for under English company law. The Acquisition, to be implemented by way of a scheme of arrangement, is not subject to the tender offer rules or the proxy solicitation rules under the U.S. Exchange Act, as amended. Accordingly, the Acquisition is subject to the requirements and practices applicable to a scheme of arrangement involving a target company in the UK traded on AIM, which differ from the requirements of the U.S. tender offer and proxy solicitation rules. The financial information with respect to SiS included in the Scheme Document has been prepared in accordance with IFRS and thus may not be comparable to the financial information of U.S. companies or companies whose financial statements are prepared in accordance with generally accepted accounting principles in the U.S. If, in the future, Bidco exercises its right to implement the Acquisition by way of a Takeover Offer and determines to extend the Takeover Offer into the U.S., the Acquisition will be made in compliance with applicable U.S. tender offer rules.

It may be difficult for U.S. SiS Shareholders to enforce their rights and any claims they may have arising under the U.S. federal securities laws in connection with the Acquisition, since SiS and Bidco are each located in a country other than the United States, and some or all of their respective officers and directors may be residents of countries other than the United States. U.S. shareholders may not be able to sue SiS, Bidco or their respective officers or directors in a non-U.S. court for violations of the U.S. securities laws. Further, it may be difficult to compel SiS or Bidco and their respective affiliates to subject themselves to the jurisdiction or judgment of a U.S. court for violations of the U.S. securities laws.

Neither the SEC nor any U.S. state securities commission has approved, disproved or passed judgment upon the fairness or the merits of the Acquisition or determined if this announcement is adequate, accurate or complete. Any representation to the contrary is a criminal offence in the United States.

In accordance with normal United Kingdom practice and pursuant to Rule 14e-5(b) of the U.S. Exchange Act, Bidco, certain of its affiliated companies and their respective nominees or brokers (acting as agents), may from time to time make certain purchases of, or arrangements to purchase, shares or other securities of SiS outside of the United States, other than pursuant to the Acquisition, until the date on which the Acquisition and/or Scheme becomes effective, lapses or is otherwise withdrawn. If such purchases or arrangements to purchase were to be made, they would occur either in the open market at prevailing prices or in private transactions at negotiated prices and would comply with applicable law, including the U.S. Exchange Act. Any information about such purchases or arrangements to purchase will be disclosed as required in the UK, will be reported to a Regulatory Information Service and will be available on the London Stock Exchange website at www.londonstockexchange.com.

Disclosure requirements of the Takeover Code

Under Rule 8.3(a) of the Takeover Code, any person who is interested in 1 per cent. 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 p.m. (London time) on the 10th Business Day following the commencement of the offer period and, if appropriate, by no later than 3.30 p.m. (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 Takeover Code, any person who is, or becomes, interested in 1 per cent. 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 p.m. (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).

Details of the offeree and offeror companies in respect of whose relevant securities Opening Position Disclosures and Dealing Disclosures must be made can be found in the Disclosure Table on the Panel's website at www.thetakeoverpanel.org.uk, including details of the number of relevant securities in issue, when the offer period commenced and when any offeror was first identified. You should contact the Panel's Market Surveillance Unit on +44 (0)20 7638 0129 if you are in any doubt as to whether you are required to make an Opening Position Disclosure or a Dealing Disclosure.

Requesting hard copy documents

In accordance with Rule 30.3 of the Takeover Code, SiS Shareholders may request a hard copy of this announcement (and any information incorporated by reference in this announcement), free of charge, by contacting Equiniti during business hours on 0371 384 2050 (from within the United Kingdom) and +44 (0) 371 384 2050 (from outside the United Kingdom) or by submitting a request in writing to Equiniti Limited, Aspect House, Spencer Road, Lancing, West Sussex, BN99 6DA, United Kingdom. Calls are charged at the standard geographic rate and will vary by provider. Calls outside the United Kingdom will be charged at the applicable international rate. Lines will be open between 9.00 a.m. to 5.30 p.m., Monday to Friday excluding public holidays in England and Wales.

For persons who receive a copy of this announcement in electronic form or via a website notification, a hard copy of this announcement will not be sent unless so requested. Such persons may also request that all future documents, announcements and information to be sent to them in relation to the Acquisition should be in hard copy form.