



informa

Rights Issue Guide

October 2016

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This document and the accompanying Provisional Allotment Letter are important and require your immediate attention.

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The defined terms set out in Part XVI of the Prospectus apply in this document.

This document is not a prospectus but an advertisement and investors should not acquire any Nil Paid Rights, Fully Paid Rights or Rights Issue Shares referred to in this document except on the basis of the information contained in the Prospectus. The information contained in this announcement is for background purposes only and does not purport to be full or complete. No reliance may be placed for any purpose on the information contained in this document or its accuracy or completeness.

A copy of the Prospectus is available from the registered office of Informa and on Informa's website at www.informa.com provided that the Prospectus will not, subject to certain exceptions, be available (whether through the website or otherwise) to Informa Shareholders in a Restricted Jurisdiction or the United States.

This document is for information purposes only and is not intended to and does not constitute or form part of any offer or invitation to purchase or subscribe for, or any solicitation to purchase or subscribe for, Rights Issue Shares or to take up any entitlements to Rights Issue Shares in any jurisdiction in which such an offer or solicitation is unlawful.

This document does not constitute a recommendation concerning the Rights Issue. The price and value of securities can go down as well as up. Past performance is not a guide to future performance. The contents of this document are not to be construed as legal, business, financial or tax advice. Each Informa Shareholder or prospective investor should consult his, her or its own legal adviser, business adviser, financial adviser or tax adviser for legal, financial, business or tax advice.

CHAIRMAN'S LETTER

10 October 2016



Dear Shareholder

Rights Issue in relation to funding the proposed acquisition of Penton Business Media Holdings, Inc.

On 15 September 2016, Informa announced a proposal to acquire Penton Business Media Holdings, Inc., a leading independent US-based Exhibitions and Professional Information Services Group, as part of the continued progress and delivery of its 2014-2017 Growth Acceleration Plan.

The Board of Directors of Informa believes this acquisition is compelling, and is in the best interests of the Group and its Shareholders. They consider it will build the breadth and balance of the Group portfolio, significantly strengthening the Global Exhibitions and Business Intelligence Divisions, enhancing Informa's position in attractive verticals and increasing its scale in the US, further improving long-term growth prospects.

On 10 October 2016, Shareholders approved the acquisition of Penton at the General Meeting.

The Rights Issue

Under the terms of the Rights Issue, for every four shares owned, every Qualifying Informa Shareholder (other than those in the United States or a Restricted Jurisdiction) has the right to buy one more share at a price of 441p.

The approximately £715 million proceeds raised by the Rights Issue will contribute to the funding of the acquisition of Penton.

What to do next

Shareholders have a number of choices available and these are summarised in this booklet.

You should read this booklet and the Provisional Allotment Letter contained in your pack carefully. You should also read the Prospectus relating to the Rights Issue, available at www.informa.com/informa-and-penton.

If you are a participant in an Informa colleague share plan such as ShareMatch, you will be contacted separately with further information on your rights and how options and awards will be affected by the Rights Issue.

Thank you for taking the time to read through the documentation.

Your faithfully

A handwritten signature in black ink, appearing to read 'Derek Mapp', written over a horizontal line.

Derek Mapp

TIMETABLE

The times and dates (other than the Record Date) in the table below are indicative only and may be subject to change:

Close of business on	
6 October 2016	Record Date for entitlement under the Rights Issue for Qualifying Informa Shareholders
10 October 2016	Despatch of Provisional Allotment Letters (to Qualifying Non-CREST Informa Shareholders only)
8.00 a.m. on	
11 October 2016	Dealings in Nil Paid Rights commence on the London Stock Exchange
8.00 a.m. on	
11 October 2016	Existing Informa Shares marked “ex” by the London Stock Exchange
3.00 p.m. on	
18 October 2016	Latest time and date for requesting Cashless Take Up or disposal of rights using the Share Dealing Service
3.00 p.m. on	
21 October 2016	Latest time and date for splitting Provisional Allotment Letters, nil or fully paid
11.00 a.m. on	
25 October 2016	Latest time and date for acceptance, payment in full and registration of renunciation of Provisional Allotment Letters
8.00 a.m. on	
26 October 2016	Results of Rights Issue to be announced
8.00 a.m. on	
26 October 2016	Dealings in Rights Issue Shares, fully paid, commence on the London Stock Exchange
By 8 November 2016	Posting of definitive share certificates for the Rights Issue Shares in certificated form Despatch of sale of rights cheques

All references to times above are to UK times.

The full timetable is set out in the Prospectus.

Informa Shareholders should carefully review the Prospectus and other information sent as soon as possible. If you want to participate in the Rights Issue, complete and return the Provisional Allotment Letter in good time to be received and processed before the deadline stated under each choice. No applications will be accepted after the deadline and your Rights will lapse.

BACKGROUND

Please read the Prospectus at www.informa.com/informa-and-penton carefully before taking any action and contact your broker, bank or other appropriate financial adviser if you wish to seek advice about the action you should take. All references in this booklet to “Rights” are to Nil Paid Rights to which you are entitled, unless expressly stated otherwise.

1. What is a rights issue?

Rights issues are a way for companies to raise money. Informa is giving its existing shareholders a right to buy further Informa Shares in proportion to their existing shareholdings.

2. What are the terms of the offer?

The Rights Issue is an offer to Qualifying Informa Shareholders to subscribe for one Rights Issue Share, at an issue price of 441 pence per Rights Issue Share, for every four Existing Informa Shares held as at the close of business on 6 October 2016, which was the Record Date.

Rights Issue Shares are being offered in the Rights Issue at a discount of 31.4% to the theoretical ex-rights price of 694 pence, based on Closing Price on 14 September 2016, the last Business Day prior to the date of announcement of the terms of the Rights Issue.

The right to buy the Rights Issue Shares is potentially valuable. Shareholders should therefore consider any decisions made in connection with the Rights Issue carefully.

3. What if the number of Rights Issue Shares which I am entitled to apply for is not a whole number? Am I entitled to a fraction of a share?

Your entitlement to Rights Issue Shares will be calculated as at the close of business on the Record Date. If this is not a whole number, you will not receive a fraction of a Rights Issue Share and your entitlement will be rounded down to the next lowest whole number.

Holdings of Existing Informa Shares in certificated and uncertificated form will be treated as separate holdings when entitlements are calculated.

4. How will the Rights Issue affect my Existing Informa Shares?

If you decide to take up all of your Rights to subscribe for Rights Issue Shares, the proportion of Informa that you own will decrease by up to 1.5% compared to as it was before the Rights Issue as a consequence of the issue of Consideration Shares in connection with the acquisition of Penton. If you decide to sell all of your Rights, or you take no action and let your entitlement to the Rights lapse, then the proportion of Informa that you own will be 20% less once the Rights Issue is completed and 21.2% less once the acquisition of Penton is completed.

If you hold fewer than 4 Existing Informa Shares as at close of business on the Record Date, you will not be entitled to subscribe for any Rights Issue Shares under the terms of the Rights Issue.

PARTICIPATION IN THE RIGHTS ISSUE

Qualifying Non-CREST Informa Shareholders have been sent a Provisional Allotment Letter. Subject to certain exceptions, if you have a registered address or are located or resident in the United States or any of the Restricted Jurisdictions, you will not be able to participate in the Rights Issue.

5. What are the Restricted Jurisdictions and what should I do if I have a registered address or I am resident or located outside the UK?

If you have a registered address, or are located or resident in the United States or any Restricted Jurisdiction, subject to certain exceptions, you will not be eligible to participate in the Rights Issue.

Your ability to take up Rights to subscribe for Rights Issue Shares may be affected by the laws of the country in which you have a registered address, are resident in, or are a citizen of. You should take professional advice as to whether you require any legal, regulatory, governmental or other consents or need to observe any other formalities to allow you to take up your Rights.

The Restricted Jurisdictions are Australia, Canada, Hong Kong, Japan, New Zealand, People's Republic of China and South Africa, and any other jurisdiction where the extension or availability of the Rights Issue would breach any applicable law or regulation. Please read the Prospectus which is available at www.informa.com for more information.

6. I have a registered address or I am resident or located in the United States or a Restricted Jurisdiction. What will happen to my Rights?

Informa has made arrangements under which the Joint Bookrunners will try to find investors to take up your Rights, together with those of any other Qualifying Informa Shareholders who have not taken up their Rights. If investors are found who agree to pay a premium above the Issue Price and the related expenses of procuring those investors (including any applicable brokerage and commissions and amounts in respect of value added tax which are not recoverable), you will be sent a cheque for your share of the amount of that premium provided that this is £5 or more. If the Joint Bookrunners cannot find investors who agree to pay a premium over the Issue Price and related expenses so that your entitlement would be £5 or more, you will not receive any payment.

Cheques are expected to be posted by no later than 8 November 2016 to the address appearing on Informa's register of members (or to the first-named holder if you hold your Informa Shares jointly).

7. What should I do if I do not receive a Provisional Allotment Letter?

If you have not received a Provisional Allotment Letter and you hold your Existing Informa Shares in certificated form, this probably means that you are not eligible to participate in the Rights Issue.

However, you may still be eligible to participate in the Rights Issue if:

- You held Existing Informa Shares in uncertificated form on 6 October 2016 and have converted them to certificated form;
- You bought Existing Informa Shares before 11 October 2016 but were not registered as the holder of those Existing Informa Shares at the close of business on 6 October 2016; and/or
- You are an Overseas Informa Shareholder who can demonstrate to the satisfaction of the Company that you can lawfully take up your Rights under the Rights Issue without contravention of any relevant legal or regulatory requirements.

If you did not receive a Provisional Allotment Letter but think that you should have received one, please contact the Informa Shareholder Helpline using the contact details at the end of this booklet.

If you are a Qualifying CREST Informa Shareholder, you will not be sent a Provisional Allotment Letter. Instead, Qualifying CREST Informa Shareholders (other than Qualifying CREST Informa Shareholders with a registered address, or who are resident or located, in the United States or any of the Restricted Jurisdictions) will receive a credit to their appropriate stock accounts in CREST in respect of the Nil Paid Rights shortly after 8.00 a.m. on 11 October 2016.

8. If I buy or sell Informa Shares after the Record Date (6 October 2016) will I be able to participate in the Rights Issue?

If you bought Informa Shares after the close of business on 6 October 2016 (the Record Date) but before 8.00 a.m. (UK time) on 11 October 2016 (the time when the Existing Informa Shares are expected to start trading ex-rights on the London Stock Exchange), but were not registered as the holder of those Informa Shares at the Record Date, you may be eligible to participate in the Rights Issue.

If you are in any doubt, please consult your stockbroker, banker, other appropriate financial adviser, or whoever arranged your share purchase or sale, to ensure you claim your entitlement.

If you buy Informa Shares at or after 8.00 a.m. (UK time) on 11 October 2016, you will not be eligible to participate in the Rights Issue in respect of those Informa Shares.

WHAT ARE MY CHOICES?

If you are a Qualifying Informa Shareholder, there are a number of choices available to you.

You can:

Choice A	Take up all of your Rights
Choice B	Take up some of your Rights
Choice C	Sell all of your Rights through the Share Dealing Service
Choice D	Sell some of your Rights and use the proceeds to take up your remaining Rights (" Cashless Take Up ") through the Share Dealing Service

You can also choose to do nothing and your entitlement to the Rights will lapse. Please see page 18 for further information.

The deadlines for each of the choices are set out on pages 10 to 17 of this booklet.

If you are considering taking any other actions, please contact your stockbroker, bank or other appropriately authorised financial adviser.

9. What have I received?

You will have received a pack which includes:

- **This booklet**
- **Provisional Allotment Letter**

If you are a Qualifying Non-CREST Informa Shareholder and you hold your shares in certificated form, you will have received a Provisional Allotment Letter. You need to read and complete your Provisional Allotment Letter if you wish to participate in the Rights Issue by selecting one of choices A to D set out above.

- **Reply paid envelope**

When you have made your choice, please return your Provisional Allotment Letter and cheque (if necessary) to the Registrars in the enclosed reply paid envelope.

If you use your own envelope, it should be sent to:

Computershare Investor Services PLC
Corporate Actions Projects
Bristol BS99 6AH

If you are returning your Provisional Allotment Letter and cheque (if necessary) by hand, it should be delivered (during normal business hours) to:

Computershare Investor Services PLC
The Pavilions
Bridgwater Road
Bristol BS13 8AE

10. What do I need to do now?

Read the documents in your pack carefully. You should also read the Prospectus relating to the Rights Issue. The Prospectus is available at www.informa.com and sets out all the choices available to you.

If you decide that you do wish to take action, please ensure you are aware of the deadlines, which vary according to the choice you make.

CHOICE A

11. Choice A: Take up all of your Rights

If you wish to take up all of the Rights you are entitled to, you should complete Box A of your personalised Provisional Allotment Letter. Please return your Provisional Allotment Letter, together with a cheque or banker's draft drawn on a UK clearing bank in pounds sterling for the full amount, to the Registrars using the reply paid envelope provided. Please follow the checklist below.

Box A



1. Please tick Box A on your Provisional Allotment Letter
2. Make your cheque or banker's draft drawn from a United Kingdom clearing bank in pounds sterling payable to "**CIS PLC re Informa plc Rights Issue**" and crossed "**A/C payee only**" for the amount stated in Box 3 on your Provisional Allotment Letter. Remember to sign your cheque
3. Write your Allotment Number (which appears on the Provisional Allotment Letter to the right of your registered address) and surname on the back of your cheque or banker's draft
4. You do NOT need to sign Part 3 of the Provisional Allotment Letter
5. Return your Provisional Allotment Letter in the enclosed reply paid envelope
6. Your envelope must be received by the Registrars no later than 11.00 a.m. (UK time) on 25 October 2016. If you post your Provisional Allotment Letter within the UK by first-class post, it is recommended that you allow at least four days for delivery

Please note: Third party cheques may not be accepted with the exception of building society cheques or banker's drafts where the building society or bank has inserted details of the name of the account holder and have either added the building society or bank branch stamp or have provided a supporting letter confirming the source of funds. The name of the account holder should be the same as the name of the shareholder shown on page 1 or page 4 of the Provisional Allotment Letter. Payments via CHAPS, BACS or electronic transfer will not be accepted.

Deadline for Choice A

Your envelope must be received by the Registrars no later than
11.00 a.m. (UK time) on 25 October 2016

CHOICE B

12. Choice B: Take up some of your Rights

If you wish to take up some but not all of the Rights you are entitled to without transferring the remainder*, you should complete Box B and sign and date Form X of your personalised Provisional Allotment Letter. Please return your Provisional Allotment Letter, together with a cheque or banker's draft drawn on a UK clearing bank in pounds sterling representing the number of Rights you wish to take up, to the Registrars using the reply paid envelope provided. Please follow the checklist below.

Box B



1. Please tick Box B on your Provisional Allotment Letter
2. Write in the Boxes opposite the number of Rights Issue Shares you wish to acquire and the amount payable (at 441 pence per Rights Issue Share)
3. Make your cheque or banker's draft drawn from a United Kingdom clearing bank in pounds sterling payable to "**CIS PLC re Informa plc Rights Issue**" and crossed "**A/C payee only**") to pay for this number of Rights Issue Shares. Remember to sign your cheque
4. Write your Allotment Number (which appears on the Provisional Allotment Letter to the right of your registered address) and surname on the back of your cheque or banker's draft
5. Sign and date Form X on page 4 of the Provisional Allotment Letter. You do not need to sign Part 3 of the Provisional Allotment Letter
6. Return your Provisional Allotment Letter in the enclosed reply paid envelope
7. Your envelope must be received by the Registrars no later than 11.00am (UK time) on 25 October 2016. If you post your Provisional Allotment Letter within the UK by first-class post, it is recommended that you allow at least four days for delivery

If you take this choice, the balance of your entitlement to the Rights will lapse. Informa has made arrangements under which the Joint Bookrunners will try to find investors to take up your Rights, together with those of any other Qualifying Informa Shareholders who have not taken up their Rights. If investors are found who agree to pay a premium above the Issue Price and the related expenses of procuring those investors (including any applicable brokerage and commissions and amounts in respect of value added tax), you will be sent a cheque for your share of the amount of that premium provided that this is £5 or more. If the Joint Bookrunners cannot find investors who

CHOICE B (continued)

agree to pay a premium over the Issue Price and related expenses so that your entitlement would be £5 or more, you will not receive any payment.

Cheques are expected to be despatched by no later than 8 November 2016 to the address appearing on Informa's register of members (or to the first-named holder if you hold your Informa Shares jointly).

Please note: Third party cheques may not be accepted with the exception of building society cheques or banker's drafts where the building society or bank has inserted details of the name of the account holder and have either added the building society or bank branch stamp or have provided a supporting letter confirming the source of funds. The name of the account holder should be the same as the name of the shareholder shown on page 1 or page 4 of the Provisional Allotment Letter. Payments via CHAPS, BACS or electronic transfer will not be accepted.

*** If you wish to transfer the remainder or you wish to transfer all of the Nil Paid Rights or (if appropriate) Fully Paid Rights, but not all to the same person, your Provisional Allotment Letter must be split.** Please see paragraph 2 on page 3 of your Provisional Allotment Letter for further details.

Deadline for Choice B

Your envelope must be received by the Registrars no later than
11.00am (UK time) on 25 October 2016

CHOICE C

13. Choice C: Sell all of your Rights through the Share Dealing Service

You can choose to use your own broker to sell all of the Rights you are entitled to. Alternatively, Informa has arranged for a Share Dealing Service to be provided to Qualifying Non-Crest Informa Shareholders who are individuals whose registered address is in the UK or any other EEA country. Under the Share Dealing Service, commission of 0.35% of the gross proceeds of the sale of your Rights, subject to a minimum charge of £20 per holding, will be charged.

You can sell all of your Rights using the Share Dealing Service by returning your Provisional Allotment Letter by post. The deadline for the receipt of sale instructions is 3.00 p.m. (UK time) on Tuesday, 18 October 2016. See page 17 for further instructions.

The terms and conditions of the Share Dealing Service are set out on pages 21 to 27 of this booklet. If you elect for choice C, you are agreeing to the Terms and Conditions (including how the price you receive for your Rights will be calculated and the charges). Informa Shareholders with a small number of Rights should be aware that any sale proceeds may be less than the minimum charges for the Share Dealing Service and, if so, they may receive nothing for the sale of their Rights.

How will my Rights be sold?

A broker would normally be instructed to sell all of your Rights on the Business Day following receipt of your completed Provisional Allotment Letter. Any instruction received after 3.00 p.m. on any given day would be treated as having been received the following day.

Your instruction will be aggregated with instructions received from other Qualifying Non-CREST Informa Shareholders who have also made this choice.

You will receive the average price obtained for the sale of all of the Rights aggregated for sales purposes in accordance with the above. This may result in you receiving a higher or lower price than if your Rights had been sold separately.

The Share Dealing Service will endeavour to arrange the sale of all of your Rights on one day, but your Rights may be sold in several transactions and on separate days. You will receive the average price obtained for the sale of all of the Rights sold in that period. This may result in a higher or lower price than if your instruction had been executed in a single transaction or on a single day.

There can be no guarantee that the sale of your Rights under the Share Dealing Service will be effected. Whether your Rights are sold under this choice will depend on whether it is expected that the proceeds from the sale of the Rights of the majority of Qualifying Non-CREST Informa Shareholders who make this choice and whose instructions are aggregated for sales purposes will exceed the commission to be deducted from their sale proceeds.

There can be no guarantee that the average price due to you for your Rights will match the price that might be obtained by another broker dealing with your order individually. You might receive the proceeds of any such individual sale through your broker more quickly than under the Share Dealing Service.

CHOICE C (continued)

How do I know what the price of the Rights is?

The price of the Rights will fluctuate like all traded securities. Please remember that the trading price of the Nil Paid Rights will not be the same as the price of Informa Shares as any purchaser of the Rights then has to pay 441 pence to acquire the right to each Rights Issue Share. If the proceeds due to you for the sale of your Rights are less than the minimum charge for this service, which is £20, you will receive no funds.

You can obtain an indication of the price at which the Rights are trading by checking the London Stock Exchange website under the code INF. It is very important to note that the trading price that you see listed in a newspaper, or on a website, is unlikely to be the price that you will actually receive if you decide to sell your Rights. It could be higher or lower than such price and the actual amount you receive will be reduced by the costs of the Share Dealing Service.

I don't want to use the Share Dealing Service and/or my registered address is not in the UK or in another EEA country. Can I sell all of my Rights through my own broker?

Yes, you can. You should contact your broker for more information.

What is the deadline?

The deadline for receipt of your instruction to sell all of your Rights through the Share Dealing Service is 3.00 p.m. (UK time) on 18 October 2016. If you are arranging the sale of some or all of your Rights through another broker they may have an earlier deadline. Please also make sure that the person acquiring your Rights has sufficient time to take all necessary steps in connection with taking up the entitlement before 11.00 a.m. (UK time) on 25 October 2016.

Deadline for Choice C

Your envelope must be received by the Registrars no later than
3.00 p.m. (UK time) on 18 October 2016

CHOICE D

14. Choice D: Sell some of your Rights and use the proceeds to take up your remaining Rights (i.e. “Cashless Take Up”)

You can choose to use your own broker to effect a Cashless Take Up. Alternatively, Informa has arranged for a Share Dealing Service for Qualifying Non-CREST Informa Shareholders who are individuals whose registered address is in the UK or any other EEA country, who wish to sell some of their Rights and use the proceeds to take up their remaining Rights. Under the Share Dealing Service, commission of 0.35% of the gross proceeds of the sale of your Rights, subject to a minimum charge of £20 per holding, will be charged.

You can sell some of your Rights and use the proceeds to take up your remaining Rights by returning your Provisional Allotment Letter by post. The deadline for the receipt of sale instructions is 3.00 p.m. (UK time) on 18 October 2016. See page 17 for further information.

The terms and conditions of the Share Dealing Service are set out on pages 21 to 27 of this booklet. If you elect for choice D, you are agreeing to the terms and conditions (including how the price you receive for your Rights will be calculated and the charges).

How will my Rights be sold?

A broker would normally be instructed to sell all of your Rights on the Business Day following receipt of your completed Provisional Allotment Letter. Any instruction received after 3.00 p.m. on any given day would be treated as having been received the following day.

Your instruction will be aggregated with instructions received from other Qualifying Non-CREST Informa Shareholders who have also made this choice.

You will receive the average price obtained for the sale of all of the Rights aggregated for sales purposes in accordance with the above. This may result in you receiving a higher or lower price than if your Rights had been sold separately.

The Share Dealing Service will endeavour to arrange the sale of the relevant number of your Rights on one day, but your Rights may be sold in several transactions and on separate days. You will receive the average price obtained for the sale of all of the Rights sold in that period. This may result in a higher or lower price than if your instruction had been executed in a single transaction or on a single day. The net proceeds of the sale will be used to take up your remaining Rights.

There can be no guarantee that the Cashless Take Up can be effected in relation to your Rights. Whether your Rights are sold will depend on whether it is expected that the proceeds from the sale of the Rights of the majority of Qualifying Non-CREST Informa Shareholders making this choice and whose instructions are aggregated for sales purposes will be sufficient, after the deduction of commission, to take up one Rights Issue Share for each of them.

In addition, there can be no guarantee that the average price due to you for the relevant number of your Rights will match the price that might be obtained by another stockbroker dealing with your order individually. You might receive the proceeds of any such individual sale through your broker more quickly than under the facility. This may result in you being unable to take up as many of your Rights as you would have if you had sold your Rights separately.

CHOICE D (continued)

How do I know what the price of the Rights is?

The price of the Rights will fluctuate like all traded securities. Please remember that the trading price of the Nil Paid Rights will not be the same as the price of Informa Shares as any purchaser of the Rights then has to pay 441 pence to acquire the right to each Rights Issue Share. If the proceeds due to you for the sale of your Rights are less than the minimum charge for this service, which is £20, you will receive no funds or Rights Issue Shares.

You can obtain an indication of the price at which the Rights are trading by checking the London Stock Exchange website under the code INF. It is very important to note that the trading price that you see listed in a newspaper, or on a website, is unlikely to be the price that you will actually receive if you decide to sell your Rights. It could be higher or lower than such price and the actual amount you receive will be reduced by the costs of the Share Dealing Service.

15. Will I definitely receive Rights Issue Shares if I choose Cashless Take Up?

If the price achieved for the sale of your Rights after commission does not raise enough money to purchase at least one Rights Issue Share at the Issue Price, you will not receive any Rights Issue Shares.

I don't want to use the Share Dealing Service and/or my registered address is not in the UK or in another EEA country. Can I effect a Cashless Take Up through my own broker?

Yes, you can. You should contact your broker for more information.

What is the deadline?

The deadline for selling some of your Rights as part of a Cashless Take Up through the Share Dealing Service is 3.00 p.m. (UK time) on 18 October 2016. If you are arranging the sale of some of your Rights through another broker they may have an earlier deadline.

Deadline for Choice D

Your envelope must be received by the Registrars no later than
3.00 p.m. (UK time) on 18 October 2016

CHOICES C AND D

16. Choices C & D: Sell all of your Rights or effect a Cashless Take Up using the Special Dealing Service

Box C



Box D



1. Tick Box C or D on your Provisional Allotment Letter
2. Sign and date your Provisional Allotment Letter in Part 3. Ensure that all holders listed in the registered address field sign in Part 3
3. Return your Provisional Allotment Letter in the enclosed reply paid envelope
4. Your envelope must be received by the Registrars no later than 3.00 p.m. (UK time) on 18 October 2016

Deadline for Choices C or D

Your envelope must be received by the Registrars no later than 3.00 p.m. (UK time) on 18 October 2016

OTHER OPTIONS

17. What happens if I do nothing?

If you do not want to take up your Rights, you do not need to do anything and the number of existing shares you hold in Informa will stay the same. Your entitlement to Rights will expire or lapse once the Rights Issue closes at 11.00 a.m. on 25 October 2016.

Informa has made arrangements under which the Joint Bookrunners will try to find investors to take up your Rights, together with those of any other Qualifying Informa Shareholders who have not taken up their Rights. If investors are found who agree to pay a premium above the Issue Price and the related expenses of procuring those investors (including any applicable brokerage and commissions and amounts in respect of value added tax which are not recoverable), you will be sent a cheque for your share of the amount of that premium provided that this is £5 or more. If the Joint Bookrunners cannot find investors who agree to pay a premium over the Issue Price and related expenses so that your entitlement would be £5 or more, you will not receive any payment.

Cheques are expected to be dispatched by no later than 8 November 2016 to the address appearing on Informa's register of members (or to the first-named holder if you hold your Informa Shares jointly).

18. Can I change my mind about my choice?

No, once you have submitted your choice to the Registrars, you are unable to change your mind except in the very limited circumstances detailed in paragraph 6.2 of Part IV of the Prospectus.

19. Can I sell some or all of my Rights using my own broker?

Yes, you can. You should contact your broker for more information.

WHAT HAPPENS NEXT?

20. What happens after I have made my choice?

Choices A and B

Once the Rights Issue has completed, you will receive a share certificate for any Rights Issue Shares that you have taken up. Your share certificate representing your Rights Issue Shares is expected to be posted to you by no later than 8 November 2016.

Choice C

A sale advice together with a cheque is expected to be posted by the first mailing day after the Registrars receives written notice that the sale has taken place and will be sent to the address appearing on Informa's register of members (or to the first-named holder if you hold your Informa Shares jointly).

Choice D

A sale advice for the Rights sold and Rights Issue Shares taken up is expected to be posted the first mailing day after the Registrars receives written confirmation that the sale has taken place and will be sent to the address appearing on Informa's register of members (or to the first-named holder if you hold your Informa Shares jointly). Your share certificate representing your Rights Issue Shares is expected to be posted to you by no later than 8 November 2016.

Sale of lapsed Rights

If you take up some of your Rights and allow some to lapse (choice B) or if you decide to do nothing, Informa has made arrangements to try to find investors to subscribe for the Rights Issue Shares that your Rights entitled you to buy, together with those of other Shareholders who also do not take up all of their Rights. Please see question 17. If investors are found who agree to pay a premium above the Issue Price and the related expenses of procuring those investors (including any applicable brokerage and commissions and amounts in respect of value added tax which are not recoverable), you will be sent a cheque for your share of the amount of that premium provided that this is £5 or more.

Cheques are expected to be despatched by no later than 8 November 2016 to the address appearing on Informa's register of members (or to the first-named holder if you hold your Informa Shares jointly).

If investors cannot be found who agree to pay a premium over the Issue Price and related expenses so that your entitlement would be £5 or more, you will not receive any payment.

TAX IMPLICATIONS

21. Are there any tax implications that I should consider?

Certain information relevant to certain Informa Shareholders who are resident and, in the case of individuals, domiciled, in (and only in), the UK for tax purposes is contained in the Prospectus which is available at www.informa.com.

WHAT HAPPENS NEXT? (continued)

Informa Shareholders who are in any doubt as to their tax position, or who are subject to tax in any other jurisdiction, should consult an appropriate professional adviser as soon as possible.

Please note that the Informa Shareholder Helpline is unable to assist you with taxation issues.

CREST

22. What will I receive if I am a CREST member?

If you are a Qualifying CREST Informa Shareholder, it is expected that you will receive a credit to your appropriate stock account(s) in CREST in respect of your Rights shortly after 8.00 a.m. (UK time) on 11 October 2016. Qualifying CREST Informa Shareholders will not be sent a Provisional Allotment Letter.

23. What do I do if I hold my shares in CREST?

You should ensure that a Many-to-Many (MTM) instruction has been settled by no later than the end of CREST cash settlement on the last date for acceptances under the Rights Issue, which is expected to be 11.00 a.m. (UK time) on 25 October 2016. If you hold your Informa Shares via a nominee or you are a CREST sponsored member, your CREST sponsor should be able to help you with this. CREST accounts are expected to be credited with Rights Issue Shares on 26 October 2016.

SHARE DEALING SERVICE

Terms and Conditions

These terms and conditions form a legally binding agreement between you and us, Computershare Investor Services PLC ('Computershare'). Computershare is authorised and regulated by the Financial Conduct Authority ('FCA'). Computershare will provide this postal dealing service to you in connection with the Informa PLC Rights Issue if you hold ordinary Informa PLC shares in your own name. If you wish to use the Service it is your sole responsibility to inform yourself about and observe any applicable tax and legal requirements as they relate to you personally. Where these terms and conditions have been received in a country where the provision of such a service would be contrary to local laws or regulations or that would require us to comply with local governmental or regulatory procedures or legal formalities, these terms and conditions should be treated as being for information purposes only. If you instruct us to sell any Rights on your behalf, we will do so on an execution-only basis. This means that we do not and will not provide you with any investment advice. We are not required to assess the appropriateness, or suitability for you of any product, service or transaction provided to you in connection with the Service. You should ensure that the Service meets your own requirements.

If you are in any doubt, you should seek independent professional advice before taking any action. Please note that the value of Rights and the value of Shares and the income from them are not guaranteed and the prices of Rights and Shares may go down as well as up. You could get back less than you invest. The price of both Rights and Shares may fluctuate in the period after you send your instruction but before we receive it and it is executed. Historical performances are no indicators for future performances. We cannot provide you with any advice on the suitability or otherwise of the sale transaction to your personal circumstances or any associated tax liability. Neither the Service nor these terms and conditions constitute a recommendation to exercise, sell or hold your Rights.

1. Definitions

In these terms and conditions the following words and phrases will have the meanings set out below:

'Broker' means the broker or Market Maker which we use from time to time in order to execute client instructions;

'Business Day' means any day (excluding Saturday, Sunday and Bank Holidays) on which banks in the United Kingdom are generally open for non automated business;

'Cashless Take Up' means the selling of a sufficient number of Rights to generate enough sale proceeds to exercise as many of your remaining Rights as possible;

'Company' means Informa PLC;

'Contract Note' means a statement addressed to you from Computershare Investor Services PLC setting out the number of Rights sold, the gross proceeds, and any Sale Costs deducted by Computershare Investor Services PLC;

'Dealing Date' means any date following receipt of your valid instructions pursuant to paragraph 2 or 3 on which we execute your instructions;

'Exercise' means taking up the right to acquire Shares at the Exercise Price;

'Exercise Cost' means a fee of 0.35% of the value of the sale, subject to a minimum of £20 payable to Computershare by any person giving postal instructions to sell all or some of their Rights through the Service;

'Exercise Price' means 441 pence per Share;

'FCA' means the Financial Conduct Authority;

'FCA Rules' means the rules, guidance and principles set out in the FCA Handbook as amended from time to time;

'Final Cut Off Date' means 18 October 2016, unless that date is postponed;

'Final Dealing Date' means 19 October 2016, unless that date is postponed;

'FSCS' means the UK Financial Services Compensation Scheme;

'Interim Cut Off Date' means the date or dates determined by Computershare as a cut off point for the purposes of aggregating instructions and calculating average proceeds;

'Interim Cut Off Period' means, to the extent applicable, the period 11 October 2016 to the first Interim Cut Off Date, the period from the day after any Interim Cut Off Date to the next Interim Cut Off Date, or the period from the day after the final Interim Cut Off Date to the Final Cut Off Date;

'Market Hours' means the trading hours of the London Stock Exchange or relevant market;

'Market Maker' means the entity able and willing to enter into transactions for the sale and purchase of investments at prices determined by them generally and continuously, rather than in respect of each particular transaction;

'New Ordinary Shares' means the up to 162,235,312 shares to be issued by the Company under the Rights Issue;

'Postal Instruction' means the dealing instruction contained in the PAL and signed by you;

'Provisional Allotment Letter' or **'PAL'** means the form which you must complete in order to instruct us to Exercise and/or sell your Rights;

'Rights' means rights being offered to you to acquire New Ordinary Shares in the proportion of 1 new Share for every 4 Shares held on 6 October 2016;

'Rights Issue' means the rights issue announced by Informa PLC on 15 September 2016;

'Sale Costs' means a fee of 0.35% of the value of the sale, (subject to a minimum of £20) deducted from the sale proceeds payable to Computershare by any person giving instructions to sell all of their Rights through the Service;

'Sale Period' means the period from 11 October 2016 to the Final Dealing Date;

Computershare Investor Services PLC is authorised and regulated by the Financial Conduct Authority, Registered Office: 25 The North Colonnade, Canary Wharf, London E14 5SH. Computershare Investor Services PLC is on the Financial Conduct Authority Register with registration number 188534. Computershare Investor Services PLC is registered in England & Wales, Company No. 3498808, Registered Office: The Pavilions, Bridgwater Road, Bristol, BS13 8AE. The main business of Computershare Investor Services PLC is the provision of share registry and shareholder services. Please visit the following website to read the Computershare legal notice: <http://www.computershare.com/disclaimer/emea>

SHARE DEALING SERVICE (continued)

'Service' means this postal dealing service provided by Computershare to effect a sale of all Rights or Cashless Take Up in connection with the Rights Issue;

'Settlement Date' means the date on which we receive the sale proceeds from the Broker, which will normally be two Business Days following the date of the trade;

'Shares' means ordinary shares in the Company with a nominal value of £0.001 each;

'The Act 2012' means the Financial Services Act 2012 as amended or replaced and any regulations made thereunder

'we', 'us' or 'Computershare' means Computershare Investor Services PLC (Company No: 3498808) whose registered address is situated at The Pavilions, Bridgwater Road, Bristol, BS13 8AE, Financial Services Register No. 188534; and

'you' means the person holding the Rights and Shares.

Interpretation

References to statutes, regulations or any other rule includes references to them as amended or replaced from time to time. Headings are used for reference only and do not affect the meaning of the sections. Reference to a time of day will be construed as a reference to UK time, except where otherwise stated. Any phrase introduced by the terms 'including', 'include', 'in particular' or any similar expression is to be construed as illustrative only and does not limit the sense of the words preceding those terms.

2. Instruction to Sell All Your Rights

(a) You may instruct us to sell all of your Rights by ticking the box under Option C "Sell all of your Rights" on page 1 of your PAL, signing and dating your PAL and returning it to us so as to be received by 3.00 p.m. on the Final Cut Off Date. Instructions should be sent to Computershare Investor Services PLC, Corporate Actions Projects, Bristol, BS99 6AH in the prepaid envelope provided.

(b) Instructions received after 3.00 p.m. on the Final Cut Off Date may not be accepted.

(c) We will deduct the Sale Costs from the sale of your Rights and a cheque together with a Contract Note will be sent to you at the address recorded for you on the Company's register of members.

(d) You will be sent a Contract Note within one Business Day of the receipt of confirmation from the Broker of the sale of your Rights. The Contract Note will detail the number of Shares traded on your behalf and all applicable costs, commission and taxes charged for performing the transaction.

(e) Any cheque will be sent to you as soon as reasonably practicable once the sale proceeds are received from the Broker.

(f) We will not accept partial sale instructions through this service.

3. Instruction to elect for Cashless Take Up

(a) To elect for a Cashless Take Up you will need to tick the box under Option D "Cashless Take Up" on page 1 of your PAL, sign and date your PAL and return it to us by 3.00 p.m. on the Final Cut off Date. We will then arrange for a Cashless Take Up. Instructions should be sent to

Computershare Investor Services PLC, Corporate Actions Projects, Bristol, BS99 6AH in the prepaid envelope.

(b) Instructions received after 3.00 p.m. on the Final Cut Off Date may not be accepted.

(c) We will instruct a Broker to execute the sale of your Rights to the extent required to produce sale proceeds which are sufficient to take up at least one of your unsold Rights.

(d) A Contract Note recording both transactions will be sent to you at the address recorded for you on the Company's register of members.

(e) A Contract Note will be sent to you on the Business Day following the completion of the purchase of your unsold Rights as described in paragraph 4.3(f).

(f) A share certificate representing your new Shares will be sent to you at the address recorded for you on the Company's principal register of members.

(g) Any residual amount from the partial sale that cannot be used to purchase new Shares of less than £5.00 will be retained by us and not returned to the participating shareholder(s). You agree that money retained by us in these circumstances will no longer be client money and will therefore not be subject to the FCA Rules on client money.

4. How and when we will carry out your instructions

4.1) Sell all your Rights

(a) With respect to valid instructions pursuant to paragraph 2 of these terms and conditions received by us on or by 3.00 p.m. on the Final Cut Off Date, we will use reasonable endeavours to instruct a Broker to sell your Rights pursuant to such instructions by the Final Dealing Date.

(b) We will normally instruct a Broker to sell your Rights on the Business Day after the Interim Cut Off Date or Final Cut Off date as applicable, following receipt of your instructions. We reserve the right to instruct the Broker to sell your Rights on any date following the receipt of your instructions.

(c) We may aggregate your instructions received pursuant to paragraph 2 or 3 with similar instructions received from other shareholders using this Service during the Sale Period. In this case you would receive an average price for your Rights of all prices obtained by all shareholders over the entire Sale Period. This may result in a more or less favourable price than if your instruction had been executed separately.

(d) We reserve the right to set one or more Interim Cut Off Dates for sale instructions during the Sale Period, based on market conditions and in our sole discretion, in order to comply with our duty to take all reasonable steps to obtain the best possible result for the sale of any Rights.

(e) If your instructions pursuant to paragraph 2 or 3 above are received in any particular Interim Cut Off Period, they may be aggregated with other instructions received during the same Interim Cut Off Period. In this case you would receive an average price for your Rights of all prices obtained during such Interim Cut Off Period. This may result in a more or less favourable price than if you had received an average price over the entire Sale Period.

(f) Your Rights may be sold in several transactions and on separate days in which case you would receive an average price for your Rights. This may result in a more or less

favourable price than if your instruction had been executed in the one transaction or on the same day.

(g) In accordance with the FCA Rules, Computershare will take reasonable steps to obtain the best possible result for the sale of any Rights. However, the proceeds that you receive will be an average of the prices obtained during the relevant dealing day or days.

(h) Based on market conditions, if on any given Dealing Date, it is in our reasonable opinion unlikely that the proceeds from the sale of Rights would exceed the Sale Costs for the majority of shareholders (where Rights are being sold in bulk), we or the Broker will not sell your Rights on that Dealing Date but rather will defer the sale to a future Dealing Date or future Dealing Dates, up to and including the Final Dealing Date.

(i) Instructions received pursuant to paragraph 2 above will be processed on a first come, first served basis. If sales are deferred, all sale instructions received on the same day will be aggregated and the aggregate instructions will be executed in order according to the day on which they were received.

(j) Notwithstanding any other provision of these terms and conditions, if your Rights are not sold by us or the Broker by the Final Dealing Date, we reserve the right to instruct a Broker to sell your Rights after this date. If your Rights are not sold they will lapse on 25 October 2016. Lapsed Rights may be sold to other buyers by the Company's underwriters and we will send you a cheque for the net proceeds of the sale of your lapsed Rights (if any) provided that the amount exceeds £5.00. Amounts of less than £5.00 will be retained for the benefit of the Company.

4.2) Cashless Take-Up

(a) With respect to valid instructions pursuant to paragraph 3 of these terms and conditions received by us on or by 3.00 p.m. on the Final Cut Off Date, we will use reasonable endeavours to instruct a Broker to sell a sufficient number of your Rights by the Final Dealing Date in order for us to arrange for your Cashless Take Up.

(b) We will normally instruct a Broker to sell your Rights on the Business Day after the Interim Cut Off Date or Final Cut Off date as applicable, following receipt of your instructions. We reserve the right to instruct the Broker to sell your Rights on any date following the receipt of your instructions.

(c) We may aggregate your instructions received pursuant to paragraph 2 or 3 with similar instructions received from other shareholders using this Service during the Sale Period. In this case you would receive an average price for your Rights of all prices obtained by all shareholders over the entire Sale Period. This may result in a more or less favourable price than if your instruction had been executed separately.

(d) We reserve the right to set one or more Interim Cut Off Dates for sale instructions during the Sale Period, based on market conditions and in our sole discretion, in order to comply with our duty to take all reasonable steps to obtain the best possible result for the sale of any Rights.

(e) If your instructions pursuant to paragraph 2 or 3 above are received in any particular Interim Cut Off Period, they may be aggregated with other instructions received during the same Interim Cut Off Period. In this case you would receive an average price for your Rights of all prices obtained during such Interim Cut Off Period. This may

result in a more or less favourable price than if you had received an average price over the entire Sale Period.

(f) Your Rights may be sold in several transactions and on separate days in which case you would receive an average price for your Rights. This may result in a more or less favourable price than if your instruction had been executed in the one transaction or on the same day.

(g) In accordance with the FCA Rules, Computershare will take reasonable steps to obtain the best possible result for the sale of any Rights. However, the proceeds that you receive will be an average of the prices obtained during the relevant dealing day or days.

(h) Based on market conditions, if on any given Dealing Date it is in our reasonable opinion unlikely that the proceeds from the sale of Rights would exceed the Sale Costs for the majority of shareholders (where Rights are being sold in bulk), we or the Broker will not sell your Rights on that Dealing Date but rather will defer the sale to a future Dealing Date or future Dealing Dates, up to and including the Final Dealing Date.

(i) Instructions received pursuant to paragraph 2 above will be processed on a first come, first served basis. If sales are deferred, all sale instructions received on the same day will be aggregated and the aggregate instructions will be executed in order according to the day on which they were received.

(j) Notwithstanding any other provision of these terms and conditions, if your Rights are not sold by us or the Broker by the Final Dealing Date, we reserve the right to instruct a Broker to sell your Rights after this date. If your Rights are not sold they will lapse on 25 October 2016. Lapsed Rights may be sold to other buyers by the Company's underwriters and we will send you a cheque for the net proceeds of the sale of your lapsed Rights (if any) provided that the amount exceeds £5.00. Amounts of less than £5.00 will be retained for the benefit of the Company.

4.3) General Dealing Matters

(a) The Broker may also aggregate our instructions with instructions from other clients. This may result in a more or less favourable price than if your instruction had been executed separately. If the Broker executes a number of instructions for us on the particular day then it/we may average the price obtained for all the orders if different instructions were dealt at different prices.

(b) We may either use a Broker or place the order directly in the market ourselves.

(c) The Broker will normally select execution venues that are regulated markets or Multilateral Trading Facilities ('MTF'): these are markets authorised to the extent that they operate in accordance with non-discretionary rules as required by the Markets in Financial Instruments Directive (e.g. London Stock Exchange). In order to obtain the best possible result, the Broker may decide at its discretion to execute your instruction outside a regulated market or MTF; this could happen if the Broker deals as principal, executes the client instruction with a Market Maker or matches the client instruction against another client instruction received. By using this Service you consent to us transmitting the instruction on the basis that the Broker may use a venue that is not a regulated market or MTF.

(d) When receiving and transmitting your instruction to a Broker for execution to purchase Shares we will use a Broker selected from our panel of approved Brokers as

SHARE DEALING SERVICE (continued)

detailed in our order handling policy. By taking this approach your instruction will not be placed on a whole of market basis and we will not usually request a price from each of our approved Brokers before transmitting your order. In line with our regulatory obligations we and the Broker will take reasonable steps to obtain the best possible results for you, taking into account certain factors. The principal factors will usually be price and costs, as they dictate the result in terms of total consideration for our clients. The Broker we select is required, prior to executing the instruction, to consider factors including the likelihood of execution, size of instruction, nature of stock, costs, speed of settlement, market volume, market impact, prevailing stock price and execution venue and may give preference to those factors that determine the best possible result for you in terms of total consideration.

(e) We have implemented an order handling policy that identifies the factors involved with the transmission of and execution of client instructions by the Broker receiving instructions from us. You consent to our order handling policy by agreeing to these terms and conditions. You can request a full copy of our policy by writing to: Computershare Investor Services PLC, Computershare Dealing Team, Bristol, BS99 6ZZ.

(f) Due to the large size of the aggregated sales, a validation process will be undertaken by us and the Broker to confirm that the correct number of Rights have been sold. Only once we have been able to determine that the correct number of Rights have been sold, carried out the necessary audit procedures, registered the sale and printed the Contract Notes will the transaction be regarded as complete and properly executed. We will complete this process as soon as reasonably practicable and send you a Contract Note within one Business Day.

(g) We will take reasonable care in the selection, appointment and continued use of the Broker but we do not otherwise accept any responsibility for any losses, costs or expenses suffered or incurred by you as a result of any acts or omissions by the Broker.

5. Sale Proceeds

(a) We will receive the proceeds of the sale of your Rights from the Broker on the Settlement Date. We reserve the right not to make any payment to you until we have received the sale proceeds from the Broker.

(b) The proceeds of the sale of your Rights less the Sale Costs will be sent to you by cheque at the address recorded for you on the Company's register of members.

(c) We will not accept and you should not give any instructions to make payments to any third party.

6. Acknowledgements and Rejections

(a) We will not acknowledge receipt of your PAL.

(b) If you are sending an instruction under a power of attorney you should indicate this fact and enclose the original power of attorney or a copy certified by a solicitor or notary public, which will be inspected and returned to you. Failure to provide the required documentation will render your instruction invalid.

(c) We may choose not to act on any particular instruction. We will notify you in writing as soon as we decide not to accept a particular instruction.

(d) We reserve the right to reject instructions which are not given on the PAL, or where the PAL has not been properly completed. Any PAL which we reject will be returned to you by post and there shall be no obligation on us to seek further instructions from you. We do not accept instructions which are given by fax, email or on photocopied PALs.

7. Our Fees

(a) For each sale of Rights in accordance with instructions given pursuant to paragraph 2, 3 or 4 above we will charge the Sale Costs, being a fee of 0.35% of the value of the sale, (subject to a minimum of £20).

(b) If we carry out any other services or provide you with any other information which is not mentioned in these terms and conditions then we may write and ask you to pay for that service or information.

(c) All fees and other charges payable to us by you are exclusive of VAT. VAT is payable where relevant in addition to any other fees or charges payable to us. No UK Value Added Tax ("VAT") is currently chargeable on dealing commissions. Should UK tax rules change in the future and VAT and/or any other relevant tax be applicable on dealing commissions, this may be deducted from your sales proceeds without further notice.

8. Liability

(a) We will take reasonable care in operating the Service, and, unless otherwise stated in these terms and conditions, we will be responsible to you and/or your spouse/civil partner for any losses or expenses (including loss of Rights or Shares) foreseeable by us and you at the point of entering into these terms and conditions which you suffer or incur as a direct result of our breach of these terms and conditions, negligence, wilful default or fraud.

(b) If you are in any doubt as to whether an instruction has been received or carried out you should telephone Computershare immediately using the shareholder helpline on 0370 707 1679 (+44 (0370) 707 1679 from outside the UK) between 8.30 a.m. and 5.30 p.m. Monday to Friday.

(c) We shall not be responsible for delays or failure to perform any of our obligations due to acts beyond our control. Such acts may include, but not be limited to, acts of God, strikes, lockout, riots, acts of war, terrorist acts, epidemics, governmental regulations superimposed after the fact, communication line failures, power failure, earthquakes or other disasters.

(d) We do not accept liability for any losses or expenses suffered or incurred by you which were not foreseeable by us and you at the point of entering into these terms and conditions as a consequence of our breach of these terms and conditions, negligence or wilful default.

(e) We do not accept any responsibility for any losses or expenses suffered or incurred by you as a result of any acts or omissions by the broker.

(f) We do not accept liability for any indirect or consequential loss suffered by you, or for any loss as a result of any delay in us receiving your instruction which does not arise as a result of our negligence, wilful default or fraud.

(g) We do not accept liability for any losses or expenses suffered or incurred by you which are not caused by our

breach of these terms and conditions, negligence, wilful default or fraud.

(h) We shall not be responsible for losses caused by our breach of these terms and conditions, negligence or wilful default which fall into the following categories:

- loss of business;
- loss of profit arising in the course of business;
- loss of opportunity (including investment opportunity);
- loss of potential future income, revenue, profit or increase in value;
- loss of income in the form of interest;
- loss of goodwill;
- loss of anticipated savings; or
- any waste or expenditure of time.

(i) Nothing in these terms and conditions excludes or limits in any way our liability for:

- death or personal injury caused by our negligence; or
- fraud or fraudulent misrepresentation; or
- section 2 of the Supply of Goods and Services Act 1982 or sections 49 or 50 of the Consumer Rights Act 2015; or
- any other matter for which it would be illegal or unlawful for us to exclude or limit or attempt to exclude or limit our liability.

(j) We do not accept any responsibility for any losses, costs or expenses suffered or incurred by you which are caused by your failure to adhere to any personal obligations imposed on you by the laws of the jurisdiction in which you are resident.

(k) We do not accept any responsibility for any losses, costs or expenses suffered or incurred by you as a result of any acts or omissions of:

- the Company or a member of its group;
- the Company's registrar (where we are not appointed as such); or
- the underwriters of the rights issue.

(l) Nothing in these terms and conditions restricts any rights you may have under the rules of the FCA or under The Act 2012.

(m) Any documents/instructions/cheques sent by you, or to you are sent entirely at your own risk. We do not accept liability after despatch of any document to you.

(n) We are not liable for forged or fraudulent instructions.

(o) You will be liable for all instructions given to us (including instructions given on your behalf) relating to the Service. We will not be liable to you for any loss or liability suffered or incurred by you as a result of acting on your instructions and/or in accordance with these terms and conditions.

9. Contacting each other

(a) All notices and other communications which you send us should be addressed to Computershare Investor Services PLC, Corporate Actions Projects, Bristol, BS99 6AH. We can also be contacted by telephone on the number given in 8(b) above between 8.30 a.m. and 5.30 p.m. Monday to Friday.

(b) If you are resident in the UK, all documents which we send to you by post will be sent to your address as it appears on our records by domestic post. If you are resident outside the UK, we will send such documents to

your address as it appears on our records by international post.

(c) Any documents or cheques sent to you or by you and/or on your behalf will be sent at your own risk.

(d) Computershare provides its contractual terms in English and will communicate with you only in English in respect of these terms and conditions.

10. General

(a) The decision to Exercise and/or sell your Rights is your sole responsibility.

(b) Share and Rights values are not guaranteed and prices of Shares and Rights may go down in value as well as up. You could get back less than you invest.

(c) The price of Rights may fluctuate in the period after we receive your instructions pursuant to paragraph 2, 3 or 4 above but before they are executed.

(d) You may not cancel or amend any instructions to sell Rights once they have been received by us. Your request will be irrevocable and withdrawal rights will not be available in respect of any instruction to sell, or the sale of, Rights under either paragraph 2 or 3.

(e) We will act as your agent when we undertake a sale of your Rights. By instructing us to sell your Rights, you give us authority to sign, complete and deliver any transfer or other document necessary to give effect to your instructions.

(f) We and/or the Broker are entitled to deduct the Sale Costs from your sale proceeds.

(g) We reserve the right to delay taking action on any particular instructions from you if we consider that we need to obtain further information from you, or to comply with any legal or regulatory requirement binding on us (including the obtaining of evidence of identity to comply with money laundering regulations), or to investigate any concerns we may have about the validity of, or any other matter relating to, such instructions.

(h) We will not do anything which in our reasonable opinion would or might break any relevant laws, rules, regulations or codes or risk exposing us to criticism for behaving improperly or not acting in accordance with good market practice.

(i) By using the Service, you authorise us to pool any client money we hold on your behalf in the provision of this Service into any relevant omnibus bank accounts set up in accordance with the FCA Rules on client money which also holds money of other clients. You retain all rights you have as the legal owner of the monies.

(j) All client money that we hold on your behalf as a consequence of administering this Service will be maintained in an appropriately designated and named client money bank account at a UK approved bank selected by us. Your cash held in this account is held separately from our money.

(k) Your client money will be held on trust for the benefit of clients for whom we are holding client money as required by the FCA Rules and treated in strict accordance with the requirements of the FCA Rules on client money. This means that in the event that the bank became insolvent we will attempt to recoup your money on your behalf. If the bank cannot repay all the money it owes its clients this could result in a shortfall. We will treat money held in client

SHARE DEALING SERVICE (continued)

money bank accounts as pooled, which means that any shortfall will be shared proportionally with other Shareholders and other customers of ours. You may not recover all of your client money. In this situation, you may be eligible to claim under the FSCS. For more information, please see paragraph 12.

(l) For operational purposes (for example, to facilitate payments to you if you are based outside the UK) we may maintain your client money in a bank based in a jurisdiction outside the UK. If we do maintain the money in a bank account with a bank not based in the UK, then we will take all reasonable steps to protect the client money in accordance with the local equivalent law and rules for the treatment of client money. These may be different to those in the UK and your rights in the event of insolvency of the bank may be reduced.

(m) We will not pay interest on any client monies held on your behalf.

(n) If your client money held by Computershare is £25 or less (or equivalent) and there has been no movement in your balance for at least six years (disregarding any payments, charges or similar items), we may cease to treat your money as client money and remove it from the client money bank account(s). Before doing this, we will write to you at your last known email or postal address giving you at least 28 calendar days' notice of our intention to cease to treat the money we hold for you as client money and remove it from the client money bank account. If no claim is made by you by the end of the notice period, we will pay this money to a registered charity of our choice but still retain a record of the balance we were holding for you. If you later claim this balance, you will not be entitled to any interest which would have otherwise accrued on this money during the period over which it was unclaimed by you.

(o) You agree that, in the event of us transferring all or part of our business to another provider, we can cease to treat your cash balance as client money when that transfer has been made. We will exercise due skill, care and diligence in assessing whether the provider that we are transferring your client money to will follow the requirements of the FCA Rules or apply adequate equivalent measures to protect your client money.

(p) Cash fractions arising in respect of money due to you are rounded down, any tax or commission which may be payable on aggregated sales is charged at the prevailing rate against each individual sale instruction rounded up to the nearest penny, and in each case we keep the difference for Computershare's own benefit.

(q) These terms and conditions and any non-contractual obligation arising with respect to them are governed by and shall be construed in accordance with the law of England and Wales. Computershare Investor Services PLC has applied the same laws in its marketing of, and arrangements for you to enter into, this Service.

(r) When you give us an instruction to sell Rights, you represent to us that you are entitled to sell your Rights and that no other person has any rights, interests or charges in or over your Rights.

(s) For the purpose of offering this Service, you will be categorised as a retail client. As a retail client you have protection available under the FCA Rules and may be

eligible for compensation under the FSCS. Please see paragraph 12 for further information.

(t) The Service is provided by Computershare. By using the Service you will be a client of Computershare and not of the Company when using the Service. Computershare rather than the Company will be responsible, therefore, for providing you with the protections afforded by the UK regulatory regime. The Company does not provide advice to shareholders on dealing in its Shares.

(u) We will not assess the suitability of transactions or other services provided under these terms and conditions, and you will not benefit from the protection of the FCA Rules on assessing suitability. We are not required to assess the appropriateness, or suitability for you of any product, service or transaction provided to you in connection with the Service.

(v) We and our agents (including any Broker) may effect transactions notwithstanding that we or they have a direct or indirect material interest or a relationship of any description with another party which may involve a conflict with our or its duty to persons using this Service. We manage those conflicts of interest of which we are aware, and monitor the effectiveness of our policies and procedures on a regular basis. We make every effort to disclose our interests and those of our employees where it is suspected that a conflict of interest may arise. In accordance with our regulatory responsibility on this matter we operate a documented policy that details our obligations if such events arise. Full details are available upon a written request to: Computershare Investor Services PLC, The Pavilions, Bridgwater Road, Bristol BS99 6AL.

(w) The parties to this agreement are you and us (the 'parties'). The parties do not intend that any of its terms will be enforceable by virtue of the Contracts (Rights of Third Parties) Act 1999 by any person who is not a party to it.

(x) By signing the PAL and electing to sell all of your Rights, you warrant that you are renouncing all of your Rights.

(y) We may change these terms and conditions from time to time upon giving you at least 30 days' notice in advance of any such change taking effect.

(z) We may choose to withdraw this Service for legislative requirements without giving you any notice that the Service is no longer available.

(aa) You are not able to specify a price or minimum price at which Rights are to be sold for you.

11. Data Protection Notice

(a) Any personal data that we obtain from you in providing the Service will be held by us in accordance with the relevant legislation. We will only hold, use or otherwise process such of your personal data as is necessary to provide you with the Service. Your details will only be disclosed in accordance with the principles set out in the Data Protection Act 1998:

- to any person if that person has legal or regulatory powers over us;
- to the Broker or any other person or body in order to facilitate the provision of the Service.

(b) We may administer accounts and provide you with some services via another member of the Computershare group in a country where data protection laws and

standards differ from those in your home jurisdiction including India, Australia and the United States. For users based in Europe this means that we may send the information which you have provided to us or we use in providing our services to countries outside the European Economic Area. By participating in this Service you consent to such transfers being made (and where you submit information on behalf of another person, you confirm that you have their consent).

(c) You have a right to request to view the personal data that we hold on you. We may charge you a small fee for providing you access to this information.

12. Complaints and Compensation

(a) We have procedures to help effectively resolve complaints from customers. If you have any complaints about the service provided to you in connection with the Service or wish to receive a copy of our complaints procedure please write to us. If you cannot settle your complaint with us, you may be able to refer it for further investigation at Financial Ombudsman Service, Exchange Tower, Harbour Exchange Square, London E14 9SR. Telephone: 0800 023 4567 (free from UK landlines) or 0300 123 9123 (from UK mobiles) or at www.financial-ombudsman.org.uk

(b) We are covered by the FSCS and you may be entitled to compensation if we cannot meet our financial obligations. Most types of investment business are covered for 100% of the first £50,000 (i.e. a maximum of £50,000 per person). Where we hold client money on your behalf and the relevant UK approved bank became insolvent, you may be covered under the FSCS for up to £75,000 of the money on deposit with that bank. Details about our external banking partners are available on request. These amounts may be subject to change. If, for operational purposes, we are required to maintain your client money in a jurisdiction outside the UK, your rights in the event of insolvency may be reduced. Further details of the FSCS are available on request from us or by visiting www.fscs.org.uk.

WHERE TO FIND HELP

Online

www.informa.com

Telephone

0370 707 1679* from the UK or

+44 370 707 1679 from outside the UK between 8.30 a.m. and 5.30 p.m. on any Business Day

Registered office: 5 Howick Place, London, SW1P 1WG

Registered in England. Registered No: 08860726

*Calls to the 0370 707 1679 number are at the standard national rate plus your service provider's network extras. Calls to the helpline from outside the United Kingdom will be charged at applicable international rates. Different charges may apply to calls from mobile telephone and calls may be recorded and randomly monitored for security and training purposes.

