



Canaccord Genuity Limited
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STRICTLY PRIVATE & CONFIDENTIAL

Kitwave Group plc
Unit S3 Narvik Way
Tyne Tunnel Trading Estate
North Shields
Tyne And Wear
United Kingdom
NE29 7XJ

22 January 2026

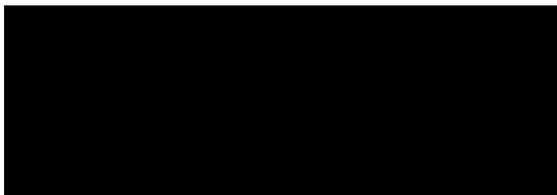
Dear Sir or Madam,

Recommended cash acquisition of the entire issued and to be issued ordinary share capital of Kitwave Group plc by Kite UK Bidco Limited (“BidCo”), a newly-incorporated company indirectly wholly-owned by funds managed or advised by OEP Capital Advisers, L.P. to be implemented by means of a scheme of arrangement under Part 26 of the Companies Act 2006 (the “Transaction”)

We refer to the announcement to be released on or around the date of this letter by BidCo pursuant to Rule 2.7 of the City Code on Takeovers and Mergers (the “**Rule 2.7 Announcement**”) in connection with the Transaction and the references to our name contained therein.

In accordance with Rule 23.2 of the City Code on Takeovers and Mergers, we hereby confirm that we have given and not withdrawn our consent to the inclusion in the Rule 2.7 Announcement of the references to our name contained therein in the form and context in which they appear.

Yours faithfully,



for and on behalf of Canaccord Genuity Limited