



Canaccord Genuity Limited
88 Wood Street
London
EC2V7QR
United Kingdom

STRICTLY PRIVATE & CONFIDENTIAL

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

5 February 2026

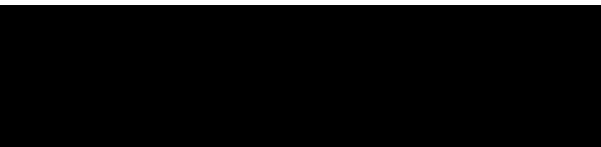
Dear Sir or Madam,

Recommended cash acquisition of the entire issued and to be issued ordinary share capital of Kitwave Group plc (“Kitwave”) by Kite UK Bidco Limited (“BidCo”), a newly-incorporated company indirectly wholly-owned by funds managed or advised by OEP Capital Advisors, 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 letter from Kitwave and Bidco to be sent pursuant to Rule 15 of the City Code on Takeovers and Mergers and to be dated on or around 5 February 2026 in relation to the Transaction, which sets out the proposal to be made to participants holding options over Kitwave shares under the Kitwave Group PLC Long Term Incentive Plan (the “**Rule 15 Letter**”).

In accordance with Rule 23.2 of the City Code on Takeovers and Mergers, we hereby confirm that we have given and not withdrawn our consent to the inclusion in the Rule 15 Letter of the references to our name contained therein in the form and context in which they appear.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