

5 February 2026

To: Kitwave Group PLC shareholders and persons with information rights

Email subject: Recommended acquisition of Kitwave Group PLC – Notice of availability regarding Scheme Document

Dear Sir/Madam

Investor Code:

This notice of availability is given by the **Company** in relation to the scheme document dated 5 February 2026 (which contains, amongst other things, the Notice of the Court Meeting and the Notice of the General Meeting) (the **Scheme Document**) published in connection with the acquisition of Kitwave Group PLC by Kite UK BidCo Limited (**BidCo**) to be effected by means of a Scheme of Arrangement under Part 26 of the Companies Act 2006 which is now available to view and download at <https://www.kitwave.co.uk/investors>.

This email is in relation to the following meetings to be held on 26 February 2026 in connection with the Acquisition to be effected by means of a Scheme of Arrangement under Part 26 of the Companies Act 2006:

- **Court Meeting – 11.00 a.m. on 26 February 2026**
- **General Meeting – 11.15 a.m. on 26 February 2026**

Kitwave Shareholders will be permitted to attend the Court Meeting and the General Meeting in person, both of which will be held at the offices of KPMG LLP, Quayside House, 110 Quayside, Newcastle upon Tyne, NE1 3DX on 26 February 2026 at 11.00 a.m. and 11.15 a.m. respectively.

Any changes to the arrangements for the Court Meeting and the General Meeting will be communicated to Company Shareholders before the Meetings, including through the Company's website at <https://www.kitwave.co.uk/investors> and by announcement through a Regulatory Information Service.

This email is not a summary of the proposals to be considered at the Meetings and should not be a substitute for reading the Scheme Document. It is advised that you read the Scheme Document and the Forms of Proxy carefully before taking any action. Capitalised terms used in this notice of availability have the meaning given to them in the Scheme Document.

Voting Instructions

Whether or not you intend to be present at the Meetings in person, we strongly encourage all of you to register your proxy votes in advance of the Meetings and by no later than **11.00 a.m. on 24 February 2026** in respect of the Court Meeting and **11.15 a.m. on 24 February 2026** in respect of the General Meeting.

You have four ways to register your proxy votes:

- 1) **Paper Proxy Voting** – by sending the completed and signed Forms of Proxy (together, if appropriate, with the power of attorney or other written authority under which it is signed or a notarially certified copy of such power of attorney or authority) by post to MUFG Corporate Markets, PXS 1, Central Square, 29 Wellington Street, Leeds, LS1 4DL;
- 2) **Electronic Proxy Voting** – electronically through the Investor Centre app or on the website at <https://uk.investorcentre.mpms.mufg.com/>;
- 3) **CREST voting** - in the case of CREST members, by utilising the CREST electronic proxy appointment voting service; or
- 4) **via the Proximity platform** (for institutional investors only).

If you have questions in relation to this email, the Meetings, or the completion and return of the Forms of Proxy, please contact Kitwave's registrar, MUFG Corporate Markets on 0371 664 0321 (or +44 (0) 371 664 0321 if calling from outside the 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. The helpline is open between 9.00 a.m. and 5.30 p.m., Monday to Friday excluding public holidays in England and Wales. Please note that MUFG Corporate Markets cannot provide any financial, legal or tax advice and calls may be recorded and monitored for security and training purposes. Alternatively, please submit a request in writing at MUFG Corporate Markets, Central Square, 29 Wellington Street, Leeds LS1 4DL.

This notice of availability is being given pursuant to Rule 30.2 of the City Code on Takeovers and Mergers.

Yours sincerely,

Dr. Marnie-Jane Millard, Chair

For and on behalf of

Kitwave Group PLC