

Morgan Stanley

The Directors
Informa PLC
5 Howick Place
London
SW1P 1WG

24 July 2024

Dear Ladies and Gentlemen

Recommended Cash Acquisition of Ascential plc (“Company”) by Informa PLC

Morgan Stanley & Co. International plc (“**Morgan Stanley**” or “**we**”) refers to the announcement pursuant to Rule 2.7 of the City Code on Takeovers and Mergers proposed to be issued by the Company on the date hereof in relation to the recommended cash acquisition of the Company by Informa PLC (the “**Announcement**”).

We consent to the inclusion in the Announcement of references to our name in the form and context in which they appear. Our consent is also given to this letter being made available for inspection.

Yours faithfully,

[Redacted Signature]

[Redacted Signature]

for and on behalf of

Morgan Stanley & Co. International plc

[Redacted Signature]