

# Morgan Stanley

The Directors  
Informa PLC  
5 Howick Place  
London  
SW1P 1WG

12 August 2024

Dear Ladies and Gentlemen

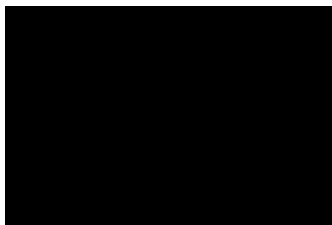
## **Recommended Cash Acquisition of Ascential plc (the "Company") by Informa PLC**

Morgan Stanley & Co. International plc ("**Morgan Stanley**" or "**we**") refers to the recommended cash acquisition of the Company by Informa PLC.

We refer to the scheme document to be published and/or distributed to the holders of ordinary shares in the Company in connection with the implementation of the Acquisition by means of a scheme of arrangement of the Company under Part 26 of the Companies Act, to be dated 12 August 2024 (the "**Scheme Document**").

We consent to the inclusion in the Scheme Document 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,



Managing Director  
for and on behalf of  
**Morgan Stanley & Co. International plc**