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20 May 2022

AdvancedAdvT Limited

("AdvancedAdvT")

Response to Next Fifteen Communications plc offer for M&C Saatchi plc

The board of AdvancedAdvT notes today's announcement by Next Fifteen Communications plc regarding its offer for M&C Saatchi plc.

The board of AdvancedAdvT is considering its options. A further announcement will be made as and when appropriate.

Together, AdvancedAdvT and Vin Murria own 22.3% of M&C Saatchi plc's issued share capital.

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Further Information

Terms not defined in this announcement shall have the meaning given to them in the firm offer announcement released by AdvancedAdvT on 17 May 2022.

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The Offer will be subject to the applicable requirements of the Code, the AIM Rules, the London Stock Exchange and the FCA.

Publication on website

In accordance with Rule 26 of the Takeover Code, a copy of this announcement will be made available, subject to certain restrictions relating to persons resident in Restricted Jurisdictions, on ADV's website at www.AdvancedAdvT.com by no later than noon (London time) on the day following this announcement. The content of this website is not incorporated into and does not form part of this announcement.