



SHORE CAPITAL
CAPITAL MARKETS

28th October 2024

Strictly private and confidential

The Directors
musicMagpie PLC
First Floor
One Stockport Exchange
Railway Road
Stockport SK1 3SW

Dear Sirs

Dispatch of Rule 15 proposal in relation to the recommended cash offer by AO Ltd, a wholly owned subsidiary of AO World plc, for musicMagpie PLC ("the Offer")

We refer to the letter to be sent to holders of options in the Entertainment Magpie Group Limited Unapproved Scheme and the Entertainment Magpie Group Limited Unapproved G & H Share Scheme 2021 on or around 28th October 2024 in accordance with Rule 15 of the City Code on Takeovers and Mergers, in connection with the Offer (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In accordance with Rule 23.2 of the City Code on Takeovers and Mergers, we hereby confirm that we have given and not withdrawn our consent to the inclusion in the Rule 15 Letter of our name and references to "Shore Capital and Corporate Limited", "Shore Capital Stockbrokers Limited" and "Shore Capital" in the form and context in which they appear therein.

This letter is for your information only and should not be relied upon by any other person.

We hereby also consent to this letter being available for inspection.

Yours faithfully

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For and on behalf of
Shore Capital and Corporate Limited



For and on behalf of
Shore Capital Stockbrokers Limited