



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

Publication and posting of the scheme document 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 scheme document to be issued on or around 28th October 2024 in connection with the Offer (the "**Scheme Document**").

In accordance with Rule 23.2 of the City Code on Takeovers and Mergers, we hereby confirm that we have given and not withdrawn our consent to the inclusion in the Scheme Document of our name and references to "Shore Capital and Corporate Limited", "Shore Capital Stockbrokers Limited"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

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For and on behalf of
Shore Capital Stockbrokers Limited