



SHORE CAPITAL
CAPITAL MARKETS

2 October 2024

Strictly private and confidential

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

Dear Sirs

Publication of the announcement pursuant to Rule 2.7 of the City Code on Takeovers and Mergers (the “2.7 Announcement”) in connection with the recommended cash offer by AO Ltd, a wholly owned subsidiary of AO World plc, for musicMagpie PLC (“the Offer”)

We refer to the announcement to be issued on or around October 2024 in connection with the Offer, a copy of which is attached hereto, and to the references in the 2.7 Announcement to Shore Capital and Corporate Limited and or Shore Capital Stockbrokers Limited.

In accordance with Rule 23.2 of the City Code on Takeovers and Mergers, we have given and not withdrawn our consent to the inclusion of and references to our name in the 2.7 Announcement in each case in the form and context in which it is included.

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

Yours faithfully

For and on behalf of
Shore Capital and Corporate Limited