

Brave Bison

Brave Bison Group plc

(Incorporated in England and Wales under the Companies Act 2006 with registered number 08754680)

NOTICE OF REQUISITIONED GENERAL MEETING

Cavendish Capital Markets Limited (“**Cavendish**”), which is authorised and regulated in the United Kingdom by the FCA, is acting as nominated adviser to the Company and will not be acting for any other person (including a recipient of this document) or otherwise be responsible to any person for providing the protections afforded to its clients or for advising any other person in respect of the proposals or any transaction, matter or arrangement referred to in this document. Apart from the responsibilities and liabilities, if any, which may be imposed on Cavendish by the FSMA or the regulatory regime established thereunder, Cavendish does not accept any responsibility whatsoever for the contents of this document, including its accuracy, completeness or verification or for any other statement made or purported to be made by it, or on its behalf, in connection with the Company or the matters set out herein. Cavendish accordingly disclaims all and any liability whether arising in tort, contract or otherwise (save as referred to above) in respect of this document or any such statement.

Notice convening the Requisitioned General Meeting of the Brave Bison Group plc (the “Company”) to be held at the offices of the Company, 2 Stephen Street, London, W1T 1AN on 24 October 2025 at 9.00 a.m. is set out in Part II of this document.

This document should be read in its entirety. In particular your attention is drawn to the letter from the Chairman, which is set out on page 4 of this document, and which unanimously recommends that you vote **against** the proposed resolution at the Requisitioned General Meeting.

The full explanatory statement accompanying the requisition notice received on 25 September on behalf of Lord Michael Ashcroft (the “**Requisitioning Member**”) is set out Annex 1 in accordance with section 314 of the Companies Act 2006.

The Directors of the Company, whose names appear on page 3 of this document, have taken all reasonable care to ensure that the facts stated in the document are true and accurate in all material respects, and that there are no other facts the omission of which would make misleading any statement in this document. All the Directors accept responsibility accordingly.

This document is published on 6 October 2025. Copies of this document will be available free of charge during normal business hours on Business Days from the date hereof until 24 October 2025 from the Company’s offices at 2 Stephen Street, London, England, W1T 1AN. Copies will also be available to download from the Company’s website at <https://bravebison.com/>.

DIRECTORS, SECRETARY AND ADVISERS

Directors:	Oliver Green, <i>Executive Chairman</i> Theo Green, <i>Chief Growth Officer</i> Philippa Norridge, <i>Chief Financial Officer</i> Matthew Law, <i>Non-Executive Director</i> Gordon Brough, <i>Non-Executive Director</i>
Company Secretary:	Philippa Kate Norridge
Registered office:	2 Stephen Street London England W1T 1AN
Company website:	https://bravebison.com/
Legal advisers to the company:	Haynes Boone CDG, LLP Alder Castle 10 Noble Street London EC2V 7JX
Nominated adviser:	Cavendish Capital Markets Limited One Bartholomew Close London EC1 7BL
Registrar:	MUFG Corporate Markets Central Square 29 Wellington Street Leeds LS1 4DL

PART I: LETTER FROM THE CHAIRMAN OF THE COMPANY

BRAVE BISON GROUP PLC

(Incorporated in England and Wales under the Companies Act 2006 with registered number 08754680)

Registered Office:

2 Stephen Street, London,
England, W1T 1AN

Directors:

Oliver Charles Green, *Executive Chairman*
Theodore Samuel Green, *Chief Growth Officer*
Philippa Kate Norridge, *Chief Financial Officer*
Matthew John Law, *Non-Executive Director*
Gordon Haig Brough, *Non-Executive Director*

6 October 2025

Dear Shareholder,

We are today convening a general meeting to consider the appointment of a new director, nominated by the Requisitioning Member, to the Board of Brave Bison.

The Board, having consulted with shareholders and our strategic partners News Corp. and Professor Mark Ritson, has unanimously determined that this resolution is not in the best interests of the Company. Written indications of support for the Board's position, and confirming intent to vote against the resolution at the general meeting, have been received from shareholders representing 51% of the Company's issued share capital.

The Board remains confident in the current strategic direction of Brave Bison and will continue to evolve both corporate governance and Board composition in line with the Company's growth and increasing scale.

I ask for your support in voting against the resolution set out above at the forthcoming general meeting.

Oliver Green

Chairman

PART II: NOTICE OF GENERAL MEETING

BRAVE BISON GROUP PLC

(Incorporated in England and Wales under the Companies Act 2006 with registered number 08754680)

In compliance with a requisition received by Brave Bison Group Plc (the “**Company**”) on 25 September 2025 from Redmayne (Nominees) Limited acting as nominee for Lord Michael Ashcroft KCMG, PC (the “**Requisitioning Member**”), and in accordance with sections 303 and 304 of the Companies Act 2006, **notice** is hereby given that a general meeting (the “**Requisitioned General Meeting**”) of the Company will be held at the offices of the Company, at 2 Stephen Street, London, W1T 1AN on 24 October 2025 at 9:00 a.m. for the purpose of considering and, if thought fit, passing the ordinary resolution below which the Requisitioning Member has required the directors of the Company to propose.

Ordinary resolution:

1. To appoint Julia Robertson as director of the Company with effect from the end of the Requisitioned General Meeting.

A copy of the statement relating to the resolution which the Requisitioning Member has required the directors of the Company to circulate is set out Annex 1 in accordance with section 314 of the Companies Act 2006.

Dated: 6 October 2025

Registered Office:

2 Stephen Street
London W1T 1AN
United Kingdom

By order of the Board

Oliver Charles Green
Chairman

Notes:

1. Entitlement to attend and vote

1.1. Only those shareholders registered in the Company's register of members at:

- 6.00 pm on 22 October 2025; or
- if the meeting is adjourned, 48 hours (excluding non-working days) before the time set for the adjourned meeting

shall be entitled to attend, speak and vote at the meeting. Changes to the register of members after the relevant deadline shall be disregarded in determining the rights of any person to attend and vote at the meeting.

1.2. Persons who are not shareholders of the Company (or duly appointed proxies or corporate representatives) will not be admitted to the meeting unless prior arrangements are made with the Company.

2. Information regarding the meeting available on website

Information regarding the meeting, including the information required by section 311A of the Companies Act 2006, can be found at <https://bravebison.com/>.

3. Attending the Meeting

The Requisitioned General Meeting will be held in person.

4. Proxy Appointments

4.1. All shareholders are encouraged to appoint the chair of the Requisitioned General Meeting as their proxy.

4.2. If you are a shareholder who is entitled to attend and vote at the meeting, you are entitled to appoint one or more proxies to exercise all or any of your rights at the meeting and you should have received a proxy form. The proxy form should be completed and returned to MUFG Corporate Markets, PXS1, Central Square, 29 Wellington Street, Leeds, LS1 4DL to be received not less than 48 hours before the time of the meeting. A proxy does not need to be a shareholder of the Company but must attend the meeting to represent you. You can only appoint a proxy using the procedures set out in these notes and the notes to the proxy form.

4.3. Submission of a proxy vote shall not preclude a member from attending the Requisitioned General Meeting in respect of which the proxy is appointed or at any adjournment thereof. Unless otherwise indicated on the Form of Proxy, CREST or any other electronic voting instruction, the proxy will vote as they think fit or, at their discretion, withhold from voting.

4.4. To be valid proxy votes must be received by 9:00 a.m. on 22 October 2025, or if the meeting is adjourned, 48 hours (excluding any part of a day that is not a working day) before the adjourned meeting.

5. Electronic proxy appointment through CREST and Investor Centre

5.1. CREST members who wish to appoint a proxy or proxies through the CREST electronic proxy appointment service may do so for the Requisitioned General Meeting and any adjournment(s) thereof by using the procedures described in the CREST Manual. CREST personal members or other CREST sponsored members, and those CREST members who have appointed a voting service

provider(s), should refer to their CREST sponsor or voting service provider(s), who will be able to take the appropriate action on their behalf.

- 5.2. In order for a proxy appointment or instruction made using the CREST service to be valid, the appropriate CREST message (a “**CREST Proxy Instruction**”) must be properly authenticated in accordance with Euroclear UK & International Limited’s (“**Euroclear**”) specifications and must contain the information required for such instructions, as described in the CREST Manual. The message, regardless of whether it constitutes the appointment of a proxy or relates to an amendment to the instruction given to a previously appointed proxy must, in order to be valid, be transmitted so as to be received by the issuer’s agent (ID: RA10) by the latest time(s) for receipt of proxy appointments specified in this Notice of Requisitioned General Meeting. For this purpose, the time of receipt will be taken to be the time (as determined by the time stamp applied to the message by the CREST Applications Host) from which the issuer’s agent is able to retrieve the message by enquiry to CREST in the manner prescribed by CREST. After this time any change of instructions to proxies appointed through CREST should be communicated to the appointee through other means.
- 5.3. CREST members and, where applicable, their CREST sponsors or voting service providers should note that Euroclear does not make available special procedures in CREST for any particular messages. Normal system timings and limitations will therefore apply in relation to the input of CREST Proxy Instructions. It is the responsibility of the CREST member concerned to take (or, if the CREST member is a CREST personal member or sponsored member or has appointed a voting service provider(s), to procure that his CREST sponsor or voting service provider(s) take(s)) such action as shall be necessary to ensure that a message is transmitted by means of the CREST system by any particular time. In this connection, CREST members and, where applicable, their CREST sponsors or voting service providers are referred in particular to those sections of the CREST Manual concerning practical limitations of the CREST system and timings.
- 5.4. The CREST Manual can be reviewed at www.euroclear.com.
- 5.5. The Company may treat as invalid a CREST Proxy Instruction in the circumstances set out in regulation 35(5)(a) of the Uncertificated Securities Regulations 2001.
- 5.6. Shareholders can vote electronically via the Investor Centre, a free app for smartphone and tablet provided by MUFG Corporate Markets (the company’s registrar). It allows you to securely manage and monitor your shareholdings in real time, take part in online voting, keep your details up to date, access a range of information including payment history and much more. The app is available to download on both the Apple App Store and Google Play, or by scanning the relevant QR code below. Alternatively, you may access the Investor Centre via a web browser at: <https://uk.investorcentre.mpms.mufg.com/>.



6. Corporate Representatives

A member which is a corporation or other organisation not having physical presence cannot attend in person but can appoint someone to represent it. This may be done in one of two ways: either by the appointment of a proxy (described in the notes above) or of a corporate representative. Members considering the appointment of a corporate representative should check their own legal position, the Company’s articles of association and the relevant provisions of the Companies Act 2006.

7. Joint Holders

In the case of joint holders of shares, the vote of the first named in the register of members who tenders a vote, whether in person or by proxy, shall be accepted to the exclusion of the votes of other joint holders.

8. Total voting rights

As at 3 October 2025 (being the latest practicable date prior to publication of this Notice of Requisitioned General Meeting) the Company's Issued Share Capital consists of 102,271,847 Ordinary Shares, carrying one vote each. Therefore, the total voting rights in the Company as at 3 October 2025 is 102,271,847.

9. Questions at the Requisitioned General Meeting

Any member attending the Requisitioned General Meeting has the right to ask questions. The Company must answer any question you ask relating to the business being dealt with at the Requisitioned General Meeting unless:

- answering the question would interfere unduly with the preparation for the Requisitioned General Meeting or involve the disclosure of confidential information;
- the answer has already been given on a website in the form of an answer to a question; or
- it is undesirable in the interests of the Company or the good order of the Requisitioned General Meeting that the question be answered.

Annex 1
The Statement from Lord Michael Ashcroft KCMG, PC to members of the Company (as Requisitioning Shareholder)

"Dear Fellow Shareholder,

I am today requisitioning a general meeting to ask for your support for a motion to appoint Julia Robertson as a non-executive director to the board of directors of the Company. I believe this step is in the best interests of the Company and all shareholders to ensure good corporate governance and to maximise long term shareholder value.

As the single largest shareholder of the Company, I have been engaged in discussions with both the board of directors of the Company and Cavendish Capital Markets Limited (as nominated adviser and broker of the Company) for some time with a view to nominating Julia Robertson (see below for her biography) as an additional non-executive director, but to no avail.

The Company currently has five directors, three of whom are executive directors and two of whom are considered independent non-executive directors. One of the executive directors, Oli Green is also the Chair. This Board composition is not in compliance with the guidance of the Quoted Companies Alliance Corporate Governance Code, which the Company has adopted.

Julia's appointment as an additional non-executive director will strengthen the corporate governance of the Company, add significant strategic and operational capability as the Company scales to meet its ambitious targets, and promote long term value for all shareholders.

I ask for your support in voting in favour of the resolution set out above at the forthcoming general meeting."

Proposed Director – Julia Robertson

Julia is a highly experienced global and multi-sector business leader whose experience spans managed services, staffing, support services and healthcare to both public and private sectors. With a demonstrable track record of creating long term sustainable value through leading strategic and cultural change and delivering both organic growth and value creation through complex M&A, Julia recently stepped down from her Executive role at Headfirst Global plc/Impellam Group plc following a PE backed public to private transaction. Julia now holds several non-executive director roles in both public and private companies in the UK, US and global markets.