

J.P.Morgan CAZENOVE

Houting UK Limited
Suite 1, 7th Floor 50 Broadway
London
United Kingdom
SW1H 0DB

3 July 2024

Dear Sir / Madam,

Recommended cash offer for Keywords Studios plc by Houting UK Limited to be effected by means of a Court-sanctioned scheme of arrangement under Part 26 of the Companies Act 2006 (the “Acquisition”)

We refer to the announcement by Houting UK Limited to be issued under Rule 2.7 of the City Code on Takeovers and Mergers (the “Code”) on or around 3 July 2024 in connection with the Acquisition, a copy of which is attached hereto (the “Announcement”).

The Announcement includes certain references to J.P. Morgan Securities plc (which conducts its UK investment banking business as J.P. Morgan Cazenove) (“J.P. Morgan”).

J.P. Morgan hereby gives its consent to the publication of the Announcement with the inclusion therein of references to its name, in the form and context in which they appear. We hereby also consent to this letter being made available for inspection solely for the purpose of ensuring compliance with Rule 26 of the Code. This letter is for your information only and should not be relied upon by any other person.

Yours faithfully,



J.P. Morgan Securities plc

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