



**Strictly private & confidential**

Houting UK Limited ("Bidco")  
Suite 1  
7<sup>th</sup> Floor 50 Broadway  
London  
SW1H 0DB

26 July 2024

Dear Bidco representatives,

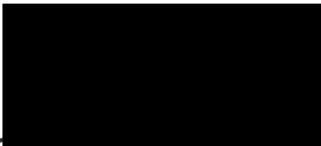
We refer to the proposed recommended all cash offer to be made by Bidco for the entire issued and to be issued share capital of Keywords Studios Plc ("**Keywords Studios**") (the "**Offer**").

In reference to the Offer, we refer to the Scheme document (the "**Scheme Document**") expected to be posted to shareholders and referenced in an RNS announcement to confirm this posting to the market (the "**Scheme Document Announcement**") on or around 29 July 2024.

We hereby consent to the inclusion in the Scheme Document and Scheme Document Announcement of references to our 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.

Yours faithfully

for and on behalf of HSBC Bank plc



Andrew Owens  
Managing Director