

The Directors

**Houting UK Limited** (the “Company”)

Suite 1, 7th Floor 50 Broadway

London

United Kingdom

SW1H 0DB

29<sup>th</sup> July 2024

**Recommended Cash Acquisition of Keywords Studios plc by Houting UK Limited (the “Acquisition”)**

We refer to the scheme document (the “**Scheme Document**”) and the announcement relating to the publication of the Scheme Document (the “**Announcement**”) to be published on or around the 29<sup>th</sup> July 2024 in connection with the Acquisition.

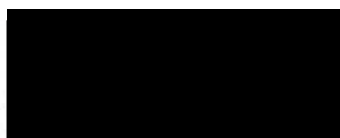
The Scheme Document and Announcement include certain references to J.P. Morgan Securities plc (which conducts its UK investment banking business as J.P. Morgan Cazenove) (“**J.P. Morgan**”).

J.P. Morgan hereby gives its consent to the publication of the Scheme Document and 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,



Dwayne Lysaght

J.P. Morgan Securities plc