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If you are in any doubt about the action you should take, you are recommended to seek your own financial advice from your broker, bank manager, solicitor, accountant or other independent financial adviser duly authorised under the Financial Services and Markets Act 2000 if you are in the United Kingdom or, if not, from another appropriately authorised independent financial adviser.

If you sell, have sold or otherwise transferred all of your Trakm8 ordinary shares, please send this letter and the accompanying document at once to the purchaser or transferee or to the broker, bank or other agent through whom the sale or transfer was effected for transmission to the purchaser or the transferee. However, such documents should not be forwarded or transmitted in or into any jurisdiction where to do so would constitute a violation of the relevant laws or regulations of such jurisdiction.



(Incorporated in England and Wales with registered number 05452547)

Registered office:

4 Roman Park Roman Way
Coleshill
Birmingham
West Midlands
United Kingdom
B46 1HG

1 May 2025

To Company shareholders, holders of options over Ordinary Shares, holders of the Company's 18% Unsecured Convertible Loan Notes due 13 September 2025 and, for information only, persons with information rights

Dear Shareholder

Recommended cash offer for Trakm8 Holdings plc ("Trakm8" or the "Company")

I am pleased to announce that Brilliant UK Limited ("**Brilliant UK**") has made a cash offer to acquire the entire issued and to be issued ordinary share capital of the Company (the "**Offer**") and that the Board has unanimously agreed to recommend this Offer to shareholders.

I refer to the announcement released earlier today, 1 May 2025, issued jointly by the boards of Trakm8 and Brilliant UK (the "**Announcement**"). In accordance with rule 2.11 of the City Code on Takeovers and Mergers which regulates offers for public companies in the United Kingdom (the "**Code**"), please find enclosed a copy of the Announcement. The Announcement has been sent to you for information.

This letter is not to be taken as a summary of the information in the Announcement and should not be regarded as a substitute for reading the Announcement in full.

It is intended that the acquisition will be implemented by way of a Court sanctioned scheme of arrangement under the Companies Act 2006. The formal offer documentation providing further information about the Offer will be posted to you in due course, subject to the restrictions on distribution described in the Announcement. Shareholders need to take no action immediately. The Offer is subject to shareholder approval at a Court meeting and at a general meeting, the dates of which will be announced shortly.

The Offer also has implications for:

- persons who hold options over ordinary shares in the Company ("**Trakm8 Options**") and holders of Trakm8 Options will be contacted separately regarding the effect of the Offer on their rights as holders of Trakm8 Options; and
- holders of the Company's 18% Unsecured Convertible Loan Notes due 13 September 2025 ("**Loan Notes**"), who will be contacted separately regarding the effect of the Offer on the repayment, or conversion, of the Loan Notes.

In accordance with Rule 26.1 of the Code, a copy of this letter and the full text of the Announcement will also be available on the Company's website <https://www.trakm8.com/investors/offer-documentation> as soon as possible and in any event by no later than 12 noon on 2 May 2025. Any further announcements and further information about the Offer will be made available on the Company's website at <https://www.trakm8.com/investors/offer-documentation> in due course. The content of the website referred to in this letter is not incorporated into and does not form part of this letter. However, you may request that all future documents, announcements and information to be sent to you in relation to the Offer should be in hard copy form by contacting Jon Edwards at Trakm8, 4 Roman Park Roman Way, Coleshill, Birmingham, West Midlands, United Kingdom, B46 1HG or on +44 330 333 4120, with an address to which the hard copy may be sent.

A summary of the disclosure requirements under Rule 8 of the Code for all persons with a direct or indirect interest in 1 per cent. or more of the shares of the Company is set out below.

Please be aware that addresses, electronic addresses and certain other information provided by the Company's shareholders, persons with information rights and other relevant persons for receipt of communications from the Company may be provided to Bidco during the offer period as required by the Code.

The Directors of the Company accept responsibility for the information contained in this letter that relates to the Company. To the best of the knowledge and belief of the Directors of the Company (who have taken all reasonable care to ensure that such is the case), the information contained in this letter is in accordance with the facts and does not omit anything likely to affect the import of such information.

If you have any questions about the contents of this letter, then please contact the Company on +44 330 333 4120.

Yours faithfully,

John Watkins

Executive Chairman
Trakm8

Disclosure requirements of the Code

Under rule 8.3(a) of the Code, any person who is interested in 1% or more of any class of relevant securities of an offeree company or of any securities exchange offeror (being any offeror other than an offeror in respect of which it has been announced that its offer is, or is likely to be, solely in cash) must make an Opening Position Disclosure following the commencement of the offer period and, if later, following the announcement in which any securities exchange offeror is first identified. An Opening Position Disclosure must contain details of the person's interests and short positions in, and rights to subscribe for, any relevant securities of each of (i) the offeree company and (ii) any securities exchange offeror(s). An Opening Position Disclosure by a person to whom rule 8.3(a) applies must be made by no later than 3.30 pm (London time) on the 10th business day following the commencement of the offer period and, if appropriate, by no later than 3.30 pm (London time) on the 10th business day following the announcement in which any securities exchange offeror is first identified. Relevant persons who deal in the relevant securities of the offeree company or of a securities exchange offeror prior to the deadline for making an Opening Position Disclosure must instead make a Dealing Disclosure.

Under rule 8.3(b) of the Code, any person who is, or becomes, interested in 1% or more of any class of relevant securities of the offeree company or of any securities exchange offeror must make a Dealing Disclosure if the person deals in any relevant securities of the offeree company or of any securities exchange offeror. A Dealing Disclosure must contain details of the dealing concerned and of the person's interests and short positions in,

and rights to subscribe for, any relevant securities of each of (i) the offeree company and (ii) any securities exchange offeror(s), save to the extent that these details have previously been disclosed under rule 8. A Dealing Disclosure by a person to whom rule 8.3(b) applies must be made by no later than 3.30 pm (London time) on the business day following the date of the relevant dealing.

If two or more persons act together pursuant to an agreement or understanding, whether formal or informal, to acquire or control an interest in relevant securities of an offeree company or a securities exchange offeror, they will be deemed to be a single person for the purpose of rule 8.3. 2. Opening Position Disclosures must also be made by the offeree company and by any offeror and Dealing Disclosures must also be made by the offeree company, by any offeror and by any persons acting in concert with any of them (see rules 8.1, 8.2 and 8.4).

Details of the offeree and offeror companies in respect of whose relevant securities Opening Position Disclosures and Dealing Disclosures must be made can be found in the Disclosure Table on the Takeover Panel's website at www.thetakeoverpanel.org.uk, including details of the number of relevant securities in issue, when the offer period commenced and when any offeror was first identified. You should contact the Panel's Market Surveillance Unit on +44 (0)20 7638 0129 if you are in any doubt as to whether you are required to make an Opening Position Disclosure or a Dealing Disclosure.