

**This document is important and requires your immediate attention.**

If you are in any doubt about the action you should take, you should seek advice from your stockbroker, bank manager, solicitor, accountant or other independent professional adviser authorised under the Financial Services and Markets Act 2000 or from an appropriately authorised independent professional adviser if you are outside the United Kingdom.

If you have sold or otherwise transferred all of your shares in Next Fifteen Communications Group plc, please forward this document and any other accompanying documents to the purchaser or transferee or to the stockbroker, bank or other agent through whom the sale or transfer was effected for onward transmission to the purchaser or transferee. If you have sold or otherwise transferred only some of your shares, you should contact the person through whom the sale or transfer was effected.

# NEXT15

## **Next Fifteen Communications Group plc**

Notice of the 2022 Annual General Meeting and Chair's explanatory letter

### **Next Fifteen Communications Group plc**

Registered in England & Wales (01579589)  
75 Bermondsey Street  
London SE1 3XF  
T: +44 (0)20 7908 6444

### **Company number**

01579589

### **Website**

[www.next15.com](http://www.next15.com)

### **Directors**

Penny Ladkin-Brand, Non-Executive Chair  
Tim Dyson, Chief Executive Officer  
Jonathan Peachey, Chief Operations Officer  
Peter Harris, Chief Financial Officer  
Helen Hunter, Non-Executive Director  
Robyn Perriss, Non-Executive Director  
Dianna Jones, Non-Executive Director

### **Company Secretary**

Mark Sanford

### **Advisers**

#### **Nominated adviser and joint brokers**

Numis Securities  
45 Gresham Street  
London EC1V 7BF

#### **Joint brokers**

Berenberg  
Joh. Berenberg, Gossler & Co. KG  
London Branch,  
60 Threadneedle Street  
London EC2R 8HP

#### **External Auditor**

Deloitte LLP  
Hill House,  
1 Little New Street  
London EC4A 3RT

#### **Bankers**

HSBC Bank plc  
8 Canada Square  
London E14 5HQ

#### **Investor relations**

[Investor-relations@next15.com](mailto:Investor-relations@next15.com)

# Letter from the Chair

27 April 2022

Dear Shareholder,

## 2022 Annual General Meeting

The Annual General Meeting (the 'AGM') of Next Fifteen Communications Group plc (the 'Company') will be held at our offices located at 60 Great Portland Street, London W1W 6RT, on 23 June 2022 at 11.00am.

The Board values the opportunity to meet shareholders and respond to any questions you may have. However, should any restrictions be re-introduced by the UK government as a result of the COVID-19 pandemic, the arrangements for the AGM may be subject to change, possibly at short notice. Any changes to the AGM will be made available via our website at [www.next15.com/investors/annual-general-meeting](http://www.next15.com/investors/annual-general-meeting).

**We strongly encourage you to vote on all resolutions by completing an online proxy appointment form in advance of the meeting, appointing the Chair of the meeting as your proxy, whether or not you are ultimately able to attend in person.** Details of how to do this are set out below. Please note that if you appoint a person other than the Chair of the meeting as your proxy, in the event that any restrictions be re-introduced by the UK government as a result of the COVID-19 pandemic, your proxy may not be able to attend the AGM and, if so, your votes will not be counted.

For a detailed review of the year, please see our 2022 annual report at [www.next15.com](http://www.next15.com).

The formal notice of the AGM, containing the resolutions to be considered at the AGM, is set out on pages 3 and 4 of this document (the 'Notice of AGM'), and this letter explains the resolutions more fully.

Resolutions 1 to 10 are ordinary resolutions requiring the approval of a simple majority of shareholders present in person or by proxy and voting at the AGM. Resolutions 11 to 13 are special resolutions requiring the approval of 75% of shareholders present in person or by proxy and voting at the AGM.

## Dividend Reinvestment Plan

The Company operates a Dividend Reinvestment Plan ('DRIP') which enables shareholders in the UK to buy the Company's shares on the London Stock Exchange with their cash dividend. Further information about the DRIP is available from the Company's registrars, Link Group. If shareholders would like their future dividends to qualify for the DRIP, completed application forms must be returned to the registrar.

## Action to be taken

The Company no longer posts proxy voting cards to shareholders to reduce our impact on the environment. In order to vote at the AGM, shareholders should use the electronic proxy appointment service offered by the Company's registrars, Link Group, at [www.signalshares.com](http://www.signalshares.com) or via the registrar's app LinkVote+. The app is free to download via the Apple App store or Google Play and is compatible with smartphones and tablets. This represents a faster and more secure method of voting. You may need to register for the Share Portal Service if you have not already done so. All such votes must be received by 11.00 a.m. on 21 June 2022, being 48 hours prior to the time of the AGM. Although the Company will no longer be producing hard copy proxy forms, a paper copy may be requested by contacting Link Group on 0371 664 0300. Calls are charged at the standard geographic rate and will vary by provider. From overseas please call +44 (0)371 664 0300. Calls from outside the United Kingdom will be charged at the applicable international rate. Lines are open between 9.00 a.m. and 5.30 p.m. Monday to Friday excluding public holidays in England and Wales.

To register for the electronic proxy appointment service, you will need your Investor Code ('IVC') which can be found on your share certificates. Once registered, you will immediately be able to vote. Voting by proxy prior to the AGM does not affect your right to attend the AGM and vote in person, should you so wish.

## Recommendation

The Directors believe that all of the resolutions to be proposed as set out in the Notice of the AGM are in the best interests of the Company and its shareholders as a whole. Accordingly, the Directors unanimously recommend shareholders to vote in favour of the resolutions to be proposed at the AGM, as they intend to do so in respect of their own beneficial holdings. The Directors' beneficial holdings in aggregate amount to 5,471,246 shares, representing approximately 5.62% of the issued ordinary share capital in the Company as at 11 April 2022, the last practicable date prior to the publication of this document.

The Directors and I thank you for your continued support.

Yours faithfully,



**Penny Ladkin-Brand**  
Chair

# Notice of Annual General Meeting

NOTICE IS HEREBY GIVEN that the Annual General Meeting (the 'AGM' or 'Meeting') of Next Fifteen Communications Group plc (the 'Company') will be held at 60 Great Portland Street, London W1W 6RT, on 23 June 2022 at 11.00 a.m. for the purpose of considering and, if thought fit, passing resolutions 1 to 10 as ordinary resolutions, and resolutions 11 to 13 as special resolutions.

## Ordinary resolutions

### Annual report and accounts

1. To receive the Company's annual report and accounts for the financial year ended 31 January 2022, together with the reports of the Directors and Auditor.

### Directors' Remuneration Report

2. To receive and approve the Directors' Remuneration Report, as set out on pages 83 to 100 of the Company's annual report and accounts for the financial year ended 31 January 2022.

### Final dividend

3. To declare a final dividend for the financial year ended 31 January 2022 of 8.4p per Ordinary Share payable on 12 August 2022 to shareholders whose names appear on the register at close of business on 8 July 2022.

### Election and re-election of Directors

4. To elect Dianna Jones as a Director of the Company, who retires in accordance with the Company's Articles of Association having been appointed by the Board of Directors on 6 April 2022.
5. To elect Jonathan Peachey as a Director of the Company, who retires in accordance with the Company's Articles of Association having been appointed by the Board of Directors on 6 April 2022.
6. To re-elect Tim Dyson as a Director of the Company, who retires by rotation in accordance with the Company's Articles of Association.
7. To re-elect Helen Hunter as a Director of the Company, who retires by rotation in accordance with the Company's Articles of Association.

### Auditor reappointment

8. To reappoint Deloitte LLP as the Company's Auditor to hold office from the conclusion of this Meeting until the conclusion of the next Annual General Meeting of the Company.

### Auditor remuneration

9. To authorise the Audit Committee (for and on behalf of the Board of Directors) to determine the Auditor's remuneration.

### Authority to allot shares

10. THAT, in place of all existing powers, pursuant to section 551 of the Companies Act 2006 (the 'Act'), the Directors of the Company be and are generally and unconditionally authorised to exercise all powers of the Company to allot shares in the Company and grant rights to subscribe for, or convert any security into, shares in the Company:

- (a) comprising equity securities (as defined in section 560(1) of the Act) up to an aggregate nominal amount of £1,622,922 (such amount to be reduced by the aggregate nominal amount allotted or granted pursuant to paragraph (b) of this resolution) in connection with an offer by way of a rights issue: to holders of Ordinary Shares in proportion (as nearly as practicable) to their existing holdings; and to holders of other equity securities as required by the rights of those securities or as the Directors otherwise consider necessary, subject to such exclusions or other arrangements as the Directors may deem necessary or expedient in relation to treasury shares, fractional entitlements, record dates, or legal, regulatory or practical problems arising under or as a result of the laws of any territory or the requirements of any regulatory body or any stock exchange in any territory, or any other matter whatsoever; and

- (b) otherwise, than pursuant to paragraph (a) of this resolution, up to an aggregate nominal amount of £811,461 (such amount to be reduced by the aggregate nominal amount allotted or granted pursuant to paragraph (a) of this resolution in excess of £811,461,

such authorities to expire in each case from the conclusion of the Company's next AGM, or, if earlier, at 6.00 p.m. on 22 September 2023 (unless previously renewed, varied or revoked by the Company in general meeting), save that the Company may, before such expiry, make an offer or agreement which would or might require shares to be allotted or rights to be granted after such expiry and the Directors may allot shares, or grant rights to subscribe for, or convert any security into, shares in pursuance of such an offer or agreement as if the authorities conferred hereby had not expired.

## Special resolutions

### Disapplication of pre-emption rights

11. THAT, subject to the passing of resolution 10 and in place of all existing powers, pursuant to section 570 of Act, the Directors be generally and unconditionally authorised to allot equity securities (within the meaning of section 560 of the Act) (i) for cash under the authority given by that resolution and/or (ii) pursuant to section 573 of the Act to sell Ordinary Shares held by the Company as treasury shares for cash, in each case as if section 561 of the Act did not apply to any such allotment or sale, such authority to be limited to the allotment or sale of equity securities for cash:

- (a) in connection with an offer to acquire equity securities (in the case of the authorisation granted under resolution 10(a) by way of a rights issue only) in favour of holders of Ordinary Shares in proportion (as nearly as practicable) to their existing holdings, but subject to such exclusions or other arrangements as the Directors may deem necessary or expedient to deal with fractional entitlements, record dates, or legal or practical problems arising under or as a result of the laws of any territory or the requirements of any regulatory body or any stock exchange in any territory, or any other matter whatsoever; and
- (b) (otherwise than under sub-paragraph (a) above) up to a nominal amount of £121,719 (representing approximately 5% of the Company's share capital as at 11 April 2022),

such authority to expire from the conclusion of the Company's next AGM, or, if earlier, at 6.00 p.m. on 22 September 2023 (unless previously renewed, varied or revoked by the Company in general meeting) but, in each case, prior to its expiry the Company may make offers, and enter into agreements, which would, or might, require equity securities to be allotted (and treasury shares to be sold) after the authority expires and the Directors may allot equity securities (and sell treasury shares) under any such offer or agreement as if the authority had not expired.

# Notice of Annual General Meeting continued

## Special resolutions continued

### Disapplication of pre-emption rights: acquisition or specified capital investment

12. THAT, subject to the passing of resolution 10 and in place of all existing powers, the Directors be generally and unconditionally authorised, in addition to any authority granted under resolution 11, pursuant to section 570 of the Act, to allot equity securities (within the meaning of section 560 of the Act) for cash under the authority given by that resolution and/or pursuant to section 573 of the Act to sell Ordinary Shares held by the Company as treasury shares for cash, in each case as if section 561 of the Act did not apply to any such allotment or sale, such authority to be:

- (a) limited to the allotment of equity securities or sale of treasury shares up to a nominal amount of £121,719 (representing approximately 5% of the Company's share capital as at 11 April 2022); and
- (b) used only for the purposes of financing (or refinancing, if the authority is to be used within six months after the original transaction) a transaction which the Directors determine to be an acquisition or other capital investment of a kind contemplated by the Statement of Principles on Disapplying Pre-Emption Rights most recently published by the Pre-Emption Group prior to the date of this notice, or for any other purposes as the Company in a general meeting may at any time by special resolution determine,

such authority to expire from the conclusion of the Company's next AGM, or, if earlier, at 6.00 p.m. on 22 September 2023 (unless previously renewed, varied or revoked by the Company in general meeting) but, in each case, prior to its expiry the Company may make offers, and enter into agreements, which would, or might, require equity securities to be allotted (and treasury shares to be sold) after the authority expires and the Directors may allot equity securities (and sell treasury shares) under any such offer or agreement as if the authority had not expired.

## Authority to purchase own shares

13. THAT the Company be and is hereby generally and unconditionally authorised for the purposes of section 701 of the Act to purchase Ordinary Shares of 2.5p each in the capital of the Company by way of market purchase (as defined in section 693(4) of the Act) on the London Stock Exchange upon and subject to such terms and in such manner as the Directors may from time to time determine, and where such shares are held as treasury shares, the Company may use them for the purposes of its employee share schemes, provided that:

- (a) the maximum aggregate number of Ordinary Shares which may be purchased is 9,737,534;
- (b) the minimum price (exclusive of expenses) which may be paid for such Ordinary Shares is 2.5p; and
- (c) the maximum price (exclusive of expenses) which may be paid for each Ordinary Share is an amount equal to the higher of:
  - (i) 105% of the average of the middle market quotations for an Ordinary Share of the Company as taken from the London Stock Exchange Daily Official List for the five business days immediately before the date on which such Ordinary Shares are contracted to be purchased and
  - (ii) the higher of the price of the last independent trade of an Ordinary Share and the highest current independent bid for an Ordinary Share on the trading venues where the purchase is carried out.

The authority hereby conferred shall expire in each case from the conclusion of the Company's next AGM, or, if earlier, at 6.00 p.m. on 22 September 2023 (unless previously renewed, varied, or revoked by the Company in general meeting), provided that any contract for the purchase of any Ordinary Shares as aforesaid which was concluded before the expiry of the authority may be executed wholly or partly after the authority expires and purchases may be made of any Ordinary Shares pursuant to such contract as if the authority had not expired.

By order of the Board



**Mark Sanford**  
Company Secretary  
27 April 2022

Registered office:  
75 Bermondsey Street,  
London, SE1 3XF.

## Explanatory notes

### Ordinary resolutions

#### 1. Annual report and accounts

The business of the AGM will begin with a resolution to receive the annual report and accounts for the year ended 31 January 2022 together with the reports of the Directors and Auditor which are available on our website at [www.next15.com](http://www.next15.com).

#### 2. Directors' Remuneration Report

Shareholders are asked to approve the Directors' Remuneration Report for the year ended 31 January 2022, which is set out on pages 83 to 100 of the annual report and accounts. This resolution is advisory in nature.

#### 3. FY21 final dividend

This resolution seeks shareholder approval of the final dividend recommended by the Directors of 8.4p per Ordinary Share. If approved, the proposed final FY22 dividend timetable will be:

Ex-dividend date:	7 July 2022
Record date:	8 July 2022
Last date for DRIP election:	18 July 2022
Payment date:	12 August 2022

#### 4, 5, 6, and 7. Election and re-election of Directors

The Company's Articles of Association provide that a Director appointed by the Board shall retire and offer themselves for election at the first AGM following their appointment and that, at each AGM of the Company, in addition to any new appointments during the year, one-third of the Directors must retire by rotation. At the forthcoming AGM, Dianna Jones and Jonathan Peachey, having been appointed since the last AGM, will stand for election and Tim Dyson, along with Helen Hunter, will retire and being eligible, will offer themselves for re-election by the shareholders of the Company.

The Board is satisfied that the contributions of both Tim Dyson and Helen Hunter continue to be effective and both demonstrate sufficient time commitment to their respective roles. The Board also believes that each Director standing for re-election is independent in character and judgement. The Board was delighted to welcome Dianna Jones to the Company, who brings with her significant experience, particularly in the U.S. market, complementing the existing skills and expertise of the Board. The Board is also delighted to welcome Jonathan Peachey to the Board. He has served as the Company's Chief Operating Officer since 2019 and brings with him in-depth knowledge of the Company and its industry. The Board therefore recommends that the Company and its shareholders support the election and re-election of each of the Directors named above.

Biographical details of each Director standing for election and re-election can be found in appendix 2 of this document, on pages 65 to 67 of the annual report and accounts and on our website at [www.next15.com](http://www.next15.com).

#### 8. and 9. Reappointment of Auditor and authority to set its remuneration

At each general meeting where the annual report and accounts for the Company is put to shareholders for approval, the Company is required to appoint an auditor to hold office until the conclusion of the next AGM and to seek authority from shareholders for the Board to set its remuneration. The Audit Committee has conducted a review of the Auditor's effectiveness and independence, including non-audit services provided during the year, and has recommended to the Board that Deloitte LLP be reappointed as the Company's Auditor. Deloitte LLP has also expressed its willingness to continue in its role as Auditor. Resolution 9 seeks to authorise the Audit Committee (for and on behalf of the Board of Directors) to determine the Auditor's remuneration.

#### 10. Authority to allot shares

This resolution is to provide for the Directors to continue to have the authority to allot shares and grant rights to subscribe for, or convert any security into, shares. This resolution, if passed, authorises the Directors to allot shares in the capital of the Company up to an aggregate nominal amount of £811,461 (being equal to approximately one-third of the issued ordinary share capital of the Company as at 11 April 2022, the last practicable date prior to the publication of this document). This limit is in line with the guidelines issued by the Investment Association.

The resolution also seeks authority for the Directors to allot shares in the capital of the Company in connection with a pre-emptive offer by way of a rights issue to ordinary shareholders up to an aggregate nominal amount of £1,622,922 (being equal to approximately two-thirds of the issued ordinary share capital of the Company as at 11 April 2022, the last practicable date prior to the publication of this document).

The Directors have no present intention of exercising these authorities to allot shares and grant rights to subscribe for, or convert any security into, shares, except in connection with the Company's employee share schemes or as part of deferred considerations for recent acquisitions made by the Group. If granted, the authorities will expire at the conclusion of the Company's next AGM, or, if earlier, at 6.00 p.m. on 22 September 2023 (unless previously renewed, varied or revoked by the Company in general meeting).

#### Special resolutions

##### 11. and 12. Disapplication of pre-emption rights

These resolutions are to renew the Directors' power to allot equity securities up to a maximum aggregate nominal value of £243,438 (representing approximately 10% of the issued ordinary share capital of the Company as at 11 April 2022, being the last practicable date prior to the publication of this document) for cash without first having to offer them to shareholders in proportion to their existing holdings. In addition, in accordance with normal practice, the resolution will enable Directors to allot shares for cash in connection with a rights issue or open offer and, in particular, to deal with overseas shareholders and fractional entitlements as they think fit.

These resolutions are seeking authority consistent with the relevant guidance issued by the Pre-Emption Group (a group representing listed companies, investors and intermediaries), which allows for the annual disapplication of pre-emption rights to include: (i) 5% of issued share capital to be issued on an unrestricted basis; and (ii) an additional 5% of issued ordinary share capital to be used for 'an additional or specified capital investment'. The Board is seeking this authority to give it more flexibility to fund small acquisitions. The limit sought is consistent with the practice adopted by other media companies of a similar size listed on AIM.

If granted, the power will expire at the conclusion of the Company's next AGM, or, if earlier, at 6.00 p.m. on 22 September 2023 (unless previously renewed, varied or revoked by the Company in general meeting).

## Explanatory notes continued

### Special resolutions continued

#### 13. Authorisation for the Company to purchase its own shares

It is proposed that, in common with many quoted companies, the Company be given authority to make market purchases of its own shares. This authority will be limited to a maximum of 9,737,534 shares, representing approximately 10% of the issued ordinary share capital of the Company as at 11 April 2022, the last practicable date prior to the publication of this document.

The Board will continue to monitor carefully the capital requirements of the Company and, although at present there are no plans to buy back shares, it may consider it prudent to act at short notice if circumstances warrant. The Board will, however, make use of this authority only when satisfied that it would be in the best interests of the Company and its shareholders as a whole and where the expected result of such purchase would be an increase in expected earnings per share. The Directors each confirm that they are not conflicted in their recommendation of the authority.

If granted, the authority will expire at the conclusion of the Company's next AGM, or, if earlier, at 6.00 p.m. on 22 September 2023 (unless previously renewed, varied or revoked by the Company in general meeting). The maximum price (exclusive of expenses) per Ordinary Share which can be paid on any occasion is limited to an amount equal to the higher of: (i) 105% of the average of the middle market quotations, as derived from the London Stock Exchange's Daily Official List for the five business days immediately prior to the date on which the share is contracted to be purchased and (ii) the higher of the price of the last independent trade of an Ordinary Share and the highest current independent bid for an Ordinary Share on the trading venues where the purchase is carried out.

Ordinary shares purchased by the Company pursuant to this authority may be held in treasury, and may then be cancelled, either immediately or at some point in the future, resold for cash or transferred in connection with the Company's employee share plans. The Board will only hold shares purchased pursuant to this authority where it believes this course to be in the best interests of the Company and its shareholders as a whole.

The Directors have no present intention of exercising the authorities conferred by this resolution, but they consider it desirable that the authorities are in place so that they can more readily take advantage of possible opportunities.

# Appendix 1 – Explanatory notes

## 1. Electronic voting

The Company no longer posts proxy voting cards to shareholders to reduce its impact on the environment. In order to vote at the AGM, shareholders should use the electronic proxy appointment service offered by the Company's registrar, Link Group, at [www.signalshares.com](http://www.signalshares.com). This represents a faster and more secure method of voting. You may need to register for the Share Portal Service if you have not already done so. All such votes must be received by 11.00am. on 21 June 2022, being 48 hours prior to the time of the AGM. Although the Company will no longer be producing hard copy proxy forms, a paper copy may be requested by contacting Link Group on 0371 664 0300. Calls are charged at the standard geographic rate and will vary by provider. From overseas please call +44 (0)371 664 0300. Calls from outside the United Kingdom will be charged at the applicable international rate. Lines are open between 9.00 a.m. and 5.30 p.m. Monday to Friday excluding public holidays in England and Wales.

To register for the electronic proxy appointment service, you will need your Investor Code ('IVC') which can be found on your share certificates. Once registered, you will immediately be able to vote. Voting by proxy prior to the AGM does not affect your right to attend the AGM and vote in person, should you so wish.

## 2. Attendance and voting of proxies

The meeting arrangements could be subject to change; please see the Chair's letter at the beginning of this document, or our website at [www.next15.com/investors/annual-general-meeting](http://www.next15.com/investors/annual-general-meeting), for more information.

A member entitled to attend and vote at the AGM is also entitled to appoint a proxy or proxies to attend, speak and vote in their stead. A member may appoint more than one proxy in relation to the Meeting, provided that each proxy is appointed to exercise the rights attached to a different share or shares held by that member. A proxy need not be a member of the Company. Appointment of a proxy will not preclude a member from attending and voting in person at the Meeting.

The Company notes that international financial sanctions regimes, including those related to the ongoing situation in Ukraine, may constrain the ability of shareholders subject to such sanctions to exercise their rights attaching to their shares in the Company, including rights to vote at the AGM, and to have those votes recognised by the Company. The Company will continue to monitor this situation, and the Company's obligations to take into account the votes of its shareholders will at all times remain subject to compliance with all applicable law and regulation then in force.

If submitting proxy forms (together with any power of attorney or other authority, if any, under which they are signed or notarially certified or in some other way approved by the Board), these must be lodged by hand or courier only with the Company's registrars, Link Group, PXS1, Central Square, 29 Wellington Street, Leeds, LS1 4DL, not less than 48 hours before the Meeting (or any adjourned meeting) (Saturdays, Sundays and public holidays excluded). Completion of your proxy form (submitted electronically or returned via post if a hard copy form is requested from Link Group) will not preclude you from attending and voting at the Meeting in person should you wish to do so.

In the case of joint holders, the vote of the senior holder who tenders a vote shall be accepted to the exclusion of the votes of the other joint holders. Seniority shall be determined by the order in which the names of the holders stand in the Register of Members in respect of the joint holding.

To be entitled to attend and vote at the Meeting (and for the purpose of the determination by the Company of the votes they may cast), members must be registered in the Register of Members of the Company at the close of business on 21 June 2022 (or, in the event of any adjournment, at the close of business on the date which is two days before the time of the adjourned meeting). Changes to entries on 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.

## 3. Documents on display

Copies of the service contracts under which the Directors of the Company are employed by the Company or any of its subsidiaries or a memorandum of the terms of such service contracts) and copies of the letters of appointment of the Non-Executive Directors of the Company will be available for inspection at the registered office of the Company during normal business hours on any weekday (public holidays excepted) from the date of this Notice of AGM until the date of the Meeting and will also be available for inspection at the place of the Meeting for at least 15 minutes prior to such Meeting until its conclusion.

Should shareholders not be able to attend the meeting, documents can be made available upon request by emailing [cosec@next15.com](mailto:cosec@next15.com).

So that appropriate arrangements can be made for shareholders wishing to inspect documents, we request that shareholders contact the Company Secretary by email at [cosec@next15.com](mailto:cosec@next15.com) in advance of any visit to ensure that access can be arranged. Any such access will be subject to any restrictions re-introduced by the UK government as a result of the COVID-19 pandemic.

## 4. Issued share capital

As at the close of business on 11 April 2022, the Company's issued share capital comprised 97,375,336 Ordinary Shares of 2.5p each (being the nominal value of an Ordinary Share). Each Ordinary Share carries the right to one vote at a general meeting of the Company and, therefore, the total number of voting rights in the Company as at the close of business on 11 April 2022 is 97,375,336.

## 5. CREST proxy instructions

CREST members who wish to appoint a proxy or proxies through the CREST electronic proxy appointment service may do so for the Meeting and any adjournment(s) of the Meeting 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.

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 CRESTCo's 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 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 Company's agent (ID RA10) by the latest time(s) for receipt of proxy appointments specified in the Notice of AGM. For this purpose, the time of receipt will be taken to be the time (as determined by the timestamp applied to the message by the CREST Applications Host) from which the Company'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.

CREST members and, where applicable, their CREST sponsors or voting service provider(s) should note that CRESTCo 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 provider(s) are referred, in particular, to those sections of the CREST Manual concerning practical limitations of the CREST system and timings. The CREST Manual can be reviewed at [www.euroclear.com/CREST](http://www.euroclear.com/CREST).

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.

## 6. Corporate representatives

The meeting arrangements could be subject to change; please see the Chair's letter at the beginning of this document, or our website at [www.next15.com/investors/annual-general-meeting](http://www.next15.com/investors/annual-general-meeting), for more information.

A shareholder which is a corporation may authorise one or more persons to act as its representative(s) at the Meeting. Each such representative may exercise (on behalf of the corporation) the same powers as the corporation could exercise if it were an individual shareholder, provided that (where there is more than one representative, and the vote is otherwise than on a show of hands) they do not do so in relation to the same shares.

## 7. Questions

Any shareholder, proxy or corporate representative attending the Meeting on behalf of a shareholder, has the right to ask questions. The Company must cause to be answered any such questions relating to the business being dealt with at the Meeting but no such answer need be given if a) to do so would interfere unduly with the preparation for the Meeting or involve the disclosure of confidential information, b) the answer has already been given on the website in the form of an answer to a question, or c) it is undesirable in the interests of the Company or the good order of the Meeting that the question be answered.

The Company is exploring ways to continue to engage with shareholders in the event that you are unable to attend the AGM. Questions for the Board can be submitted any time by emailing the Company Secretary at [cosec@next15.com](mailto:cosec@next15.com).

## 8. Nominated persons

Any person to whom this notice is sent who is a person nominated under section 146 of the Companies Act 2006 to enjoy information rights (a 'Nominated Person') may, under an agreement between him/her and the member by whom he/she was nominated, have a right to be appointed (or to have someone else appointed) as a proxy for the Meeting. If a nominated person has no such proxy appointment right or does not wish to exercise it, he/she may, under any such agreement, have a right to give instructions to the member as to the exercise of voting rights.

The statement of the rights of members in relation to the appointment of proxies in this Notice of Meeting do not apply to Nominated Persons. The rights described in these paragraphs can only be exercised by the members of the Company.

## 9. Communications

You may not use any electronic address provided either in this notice or any related documents to communicate with the Company for any purposes other than those expressly stated.

A copy of this notice and certain other information (as required by section 311A of the Companies Act 2006) can be found at <https://www.next15.com/investors/>.

## Appendix 2 – Directors standing for election and re-election

### **Tim Dyson**

#### **Chief Executive Officer**

Appointed August 1988 (34 years)

Tim joined the Group in 1984 straight from Loughborough University and became CEO in 1992.

#### *Skills and experience*

As one of the early pioneers of tech PR, he has worked on major corporate and product campaigns with such companies as Cisco, Microsoft, IBM and Intel. Tim moved from London to set up the Group's first US business in 1995 in Seattle and is now based in California. Tim oversaw the flotation of the Company on the London Stock Exchange and has managed a string of successful acquisitions by the Group including The Outcast Agency, M Booth, Activate and The Blueshirt Group in the US as well as Morar (now Savanta), Elvis, Velocity, Planninginc and Publitek in the UK. Tim has also driven the evolution of the Group from a marcom business into a Growth Consultancy grounded in data and technology. Outside Next 15, Tim has served on the advisory boards of a number of emerging technology companies. Tim was named an Emerging Power Player by PR Week US and subsequently in PR Week's Power Book. Tim was also recognised on the Holmes Report's In2's Innovator 25, which recognises individuals who have contributed ideas that set the bar for the industry.

### **Helen Hunter**

#### **Non-Executive Director**

Appointed June 2019 (3 years)

As a Non-Executive Director of Next 15, Helen chairs the Remuneration Committee and is a member of the Nomination and Audit Committees.

#### *Skills and experience*

Helen is Chief Technology Officer for Customer and Data at Sainsbury's plc, where her remit is to (i) build and run the Tech underpinning Sainsbury's ecommerce propositions (Grocery online, Argos, Tu, and Habitat) and instore digital customer propositions e.g. Smartshop; (ii) build and run the Tech used to communicate with customers, in Contact Centres and in Marketing; and (iii) to maximise the value of the Group's data asset: democratising access and finding creative ways to unlock its insight potential in support of Sainsbury's strategy to be connected to customers. Previously Helen led the creation of the new Nectar digital loyalty scheme (Food), Sainsbury's Customer Permissions Management Tool (multi-brand), Omnichannel coupons (Food), Sainsbury's Brand Match (Food), and SCV (Food). Before joining Sainsbury's, Helen held a variety of commercial and marketing roles at Home Retail Group, Woolworths Group, and Kingfisher Group. Helen is also currently a Governor of Lancing College.

### **Dianna Jones**

#### **Non-Executive Director**

Appointed April 2022

Dianna joined Next 15 as a Non-Executive Director.

#### *Skills and experience*

With nearly 20 years of experience spanning the energy and technology industries, Dianna brings expertise in global ethics and legal compliance, business risk mitigation in both mature and scaling environments, and ESG. Dianna is Director, Legal Compliance at Uber Technologies, Inc. She was previously Regional Compliance Counsel – Western Hemisphere at John Wood Group plc, a global leader in engineering and technical consulting services for the energy and infrastructure industries. Prior to that, she was with the international law firm, Greenberg Traurig, LLP, where she advised national and multinational companies on complex M&A transactions, reorganisations and restructurings. Dianna is licensed by the State Bar of Texas and registered with the State Bar of California.

### **Jonathan Peachey**

#### **Chief Operating Officer**

Appointed April 2022

Jonathan joined Next 15 in July 2018 and became Chief Operating Officer in 2019. He was appointed as an Executive Director in April 2022.

#### *Skills and experience*

Jonathan has 35 years' experience in digital transformation. At the BBC, he led the myBBC programme that introduced customer data at scale to drive better ways to commission, discover and consume content. Before the BBC, he founded and led an award-winning consultancy that specialised in using digital technology to improve government delivery. As part of that role, Jonathan launched a dedicated TV channel to support ongoing teacher development, and wrote the UK government's digital strategy which led to the creation of gov.uk. Jonathan sold that business to The Engine Group where he subsequently became Chief Operating Officer. Jonathan qualified as a Chartered Accountant with PwC before moving into management consultancy and subsequently working in commercial television delivering some of the first interactive services. Jonathan is heavily involved in the UK tech startup scene, having founded a number of companies and invested in or mentored numerous others.

### **Next Fifteen Communications Group plc**

75 Bermondsey Street  
London SE1 3XF

T: +44 (0)20 7908 6444

[www.next15.com](http://www.next15.com)