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FOR IMMEDIATE RELEASE

2 October 2026

Tribal Group PLC
("Tribal" or the "Company")

Posting of Circular and Notice of General Meeting

Further to the announcement published by the Company earlier today, Tribal confirms that it has today posted to Shareholders a circular convening the General Meeting and providing Shareholders with further information concerning the Proposed Sale of the entire issued share capital of the Group Companies to Main Capital Partners. The General Meeting has been convened to consider, and if thought fit, approve the Resolution set out in the Circular.

The General Meeting will be held at 9:30 a.m. on 26 October 2026 at the offices of Investec Bank plc at 30 Gresham Street, London EC2V 7QP. A copy of the Circular is available to be viewed on the Company's website at <https://legal.tribalgroup.com/transaction-documents>.

The Directors remain of the opinion that the Proposed Sale on the improved terms of cash consideration of approximately £231.2 million is in the best interests of the Company and its Shareholders as a whole.

The total number of Tribal shares which are subject to new irrevocable undertakings to vote in favour of the resolution to be proposed at the General Meeting is 113,066,571 Ordinary Shares, representing, in aggregate, approximately 52.7 per cent of the Company's issued share capital. These irrevocable undertakings will not lapse in the event of any offer being received by the Company at any value. As a consequence, the Resolution is expected to be passed at the General Meeting. Further details can be found in the Circular.

Capitalised terms in this announcement shall have the same meaning as set out in the Circular.

Enquiries:

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Important information

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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.

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.

Website publication

In accordance with Rule 26.1 of the Code, a copy of this announcement will be available on Tribal's website (www.tribalgroup.com) by no later than 12 noon (London time) on the business day following the date of this announcement. The contents of the website referred to in this announcement are not incorporated into and do not form part of this announcement.