

## TR-1: Standard form for notification of major holdings

**NOTIFICATION OF MAJOR HOLDINGS** (to be sent to the relevant issuer and to the FCA in Microsoft Word format if possible)

<b>1a. Identity of the issuer or the underlying issuer of existing shares to which voting rights are attached:</b>		SimplyBiz Group PLC		
<b>1b. Please indicate if the issuer is a non-UK issuer</b> (please mark with an "X" if appropriate)				
Non-UK issuer				
<b>2. Reason for the notification</b> (please mark the appropriate box or boxes with an "X")				
An acquisition or disposal of voting rights				X
An acquisition or disposal of financial instruments				
An event changing the breakdown of voting rights				
Other (please specify):				
<b>3. Details of person subject to the notification obligation</b>				
Name		Slater Investments Ltd		
City and country of registered office (if applicable)		London, UK		
<b>4. Full name of shareholder(s)</b> (if different from 3.)				
Name				
City and country of registered office (if applicable)				
<b>5. Date on which the threshold was crossed or reached:</b>		19/02/2021		
<b>6. Date on which issuer notified (DD/MM/YYYY):</b>		22/02/2021		
<b>7. Total positions of person(s) subject to the notification obligation</b>				
	% of voting rights attached to shares (total of 8. A)	% of voting rights through financial instruments (total of 8.B 1 + 8.B 2)	Total of both in % (8.A + 8.B)	Total number of voting rights of issuer
Resulting situation on the date on which threshold was crossed or reached	6.13%		6.13%	96,806,612
Position of previous notification (if applicable)				

<b>8. Notified details of the resulting situation on the date on which the threshold was crossed or reached</b>				
<b>A: Voting rights attached to shares</b>				
Class/type of shares ISIN code (if possible)	Number of voting rights		% of voting rights	
	<b>Direct</b> (Art 9 of Directive 2004/109/EC) (DTR5.1)	<b>Indirect</b> (Art 10 of Directive 2004/109/EC)	<b>Direct</b> (Art 9 of Directive 2004/109/EC) (DTR5.1)	<b>Indirect</b> (Art 10 of Directive 2004/109/EC) (DTR5.2.1)

		(DTR5.2.1)		
GB00BG1THS43	194,593	5,742,068	0.20%	5.93%
<b>SUBTOTAL 8. A</b>	5,936,661		6.13%	

<b>B 1: Financial Instruments according to Art. 13(1)(a) of Directive 2004/109/EC (DTR5.3.1.1 (a))</b>				
Type of financial instrument	Expiration date	Exercise/ Conversion Period	Number of voting rights that may be acquired if the instrument is exercised/converted.	% of voting rights
<b>SUBTOTAL 8. B 1</b>				

<b>B 2: Financial Instruments with similar economic effect according to Art. 13(1)(b) of Directive 2004/109/EC (DTR5.3.1.1 (b))</b>					
Type of financial instrument	Expiration date	Exercise/ Conversion Period	Physical or cash settlement	Number of voting rights	% of voting rights
<b>SUBTOTAL 8.B.2</b>					

<b>9. Information in relation to the person subject to the notification obligation</b> (please mark the applicable box with an "X")			
Person subject to the notification obligation is not controlled by any natural person or legal entity and does not control any other undertaking(s) holding directly or indirectly an interest in the (underlying) issuer			
Full chain of controlled undertakings through which the voting rights and/or the financial instruments are effectively held starting with the ultimate controlling natural person or legal entity (please add additional rows as necessary)			X
Name	% of voting rights if it equals or is higher than the notifiable threshold	% of voting rights through financial instruments if it equals or is higher than the notifiable threshold	Total of both if it equals or is higher than the notifiable threshold
Mark Slater	-	-	-
Northglen Investments	-	-	-
Slater Investments	6.13%	-	6.13%

**10. In case of proxy voting, please identify:**

Name of the proxy holder	
The number and % of voting rights held	
The date until which the voting rights will be held	

<b>11. Additional information</b>

<b>Place of completion</b>	Nicholas House, 3 Laurence Pountney Hill, London, EC4R 0EU
<b>Date of completion</b>	22/02/2021

This information is provided by RNS, the news service of the London Stock Exchange. RNS is approved by the Financial Conduct Authority to act as a Primary Information Provider in the United Kingdom. Terms and conditions relating to the use and distribution of this information may apply. For further information, please contact [ms@lseg.com](mailto:ms@lseg.com) or visit [www.ms.com](http://www.ms.com).

RNS may use your IP address to confirm compliance with the terms and conditions, to analyse how you engage with the information contained in this communication, and to share such analysis on an anonymised basis with others as part of our commercial services. For further information about how RNS and the London Stock Exchange use the personal data you provide us, please see our [Privacy Policy](#).

END

HOLTFMLTMTMTMMB