

4 May 2020

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**THIS IS AN ANNOUNCEMENT UNDER RULE 2.4 OF THE CITY CODE ON TAKEOVERS AND MERGERS (THE "CODE") AND IS NOT AN ANNOUNCEMENT OF A FIRM INTENTION TO MAKE AN OFFER UNDER RULE 2.7 OF THE CODE. THERE CAN BE NO CERTAINTY THAT AN OFFER WILL BE MADE, NOR AS TO THE TERMS ON WHICH ANY OFFER MIGHT BE MADE.**

**THIS ANNOUNCEMENT CONTAINS INSIDE INFORMATION AS DEFINED IN EU REGULATION NO. 596/2014 AND IS IN ACCORDANCE WITH THE COMPANY'S OBLIGATIONS UNDER ARTICLE 7 OF THAT REGULATION.**

**Big Sofa Technologies Group plc**  
("Big Sofa Technologies" or the "Company")

#### **Extension to Formal Sale Process**

Further to its announcement on 16<sup>th</sup> March 2020 and in the context of the impact of COVID-19, Big Sofa Technologies, announces that it is extending the timeline on its Formal Sale Process to the end of June 2020.

For further background to the Formal Sale Process, interested parties should refer to the announcement of the Formal Sale Process previously released by the Company.

#### **Enquiries:**

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#### **About Big Sofa Technologies Group plc**

Big Sofa Technologies is a video data and analytics company. The design and development of its technology has been guided by expert understanding of the insight and analytics industries and the needs, pressures and business questions of the clients they serve.

The Company uncovers and analyses new-to-the-industry behavioural data sets in video, enabled by the power of its pioneering data capture and platform technology. It innovates both in how video-led

projects and programmes are designed and in how the data is analysed, showcased, embedded and re-mined.

Its software platform collates, analyses and organises large volumes of raw/unstructured video enabling clients, which include leading market research and data companies, consultancy firms and major household brands, to perform detailed and sophisticated consumer insight analysis and make genuine use of video content.

To find out more, visit [www.bigsofatech.com](http://www.bigsofatech.com)

### **Disclosure requirements of the Takeover 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.

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](http://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.

**Publication on Website**

A copy of this announcement will be made available on the Company's website at [www.bigsofatech.com](http://www.bigsofatech.com) no later than 12:00 noon (London time) on 5<sup>th</sup> May 2020 (being the business day following the date of this announcement) in accordance with Rule 30.4 of the Code. The content of the website referred to in this announcement is not incorporated into and does not form part of this announcement.