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The information communicated in this announcement contains inside information for the purposes of Article 7 of the Market Abuse Regulation (EU) No. 596/2014.

12 June 2017

Zinc Media Group plc

(“Zinc Media” or the “Company”)

Rule 2.8 Announcement

Further to the announcement of 18 May 2017, the Board of Zinc Media confirms that preliminary discussions with Brave Bison Group plc (“Brave Bison”) regarding a potential combination of the two businesses have terminated.

As a result of this announcement, Zinc Media will, except in the circumstances described in note 2 on Rule 2.8 of the City Code on Takeovers and Mergers (the “Code”) or otherwise with the consent of the Takeover Panel, be bound by the restrictions contained in Rule 2.8 of the Code.

In accordance with Rule 26.1 of the Code, a copy of this announcement will be available on the Zinc Media website at www.zincmedia.com/investors/news/ by no later than 12-noon (London time) on the business day following this announcement.

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