Yell Bondco plc

£65,000,000 8 ¾ % Senior Secured Notes due 2031

Regulation S Notes – Common Code: 181354925 / ISIN: XS1813549257

Private Placement Notes – Common Code: 181354950 / ISIN: XS1813549505 (together with all amounts of capitalised interest thereon, the "Notes")

Reference is made to the indenture dated as of 2 May 2018, incorporating the first and second supplemental indentures dated 30 March 2022, the third supplemental indenture dated 26 June 2025 and the fourth supplemental indenture dated 9 March 2026 made between, amongst others, Yell Bondco plc (the "Issuer") and GLAS Trustees Limited as trustee, (the "Indenture") pursuant to which the Issuer issued the Notes. Terms defined in this notice have the same meanings given to them in the Indenture.

Pursuant to Section 4.09(a)(iii) of the Indenture, Holders are advised of the following management changes:

Parm Sandhu has announced his intention to step down from the Boards of Yell Holdco Limited and Hartley Technology Limited with effect from 30 September 2026.

Parm joined in December 2015, since when the wider Yell Group has returned significant capital to its stakeholders — through cash generated by operations, the divestment of the US, Spanish and Latam businesses, and a series of steps to optimise the capital structure. Parm played a central part in all of them.

He leaves the UK business on a firm footing: a term loan recently extended by four years and the buy-out of its former pension obligations now complete, giving Yell the runway to pursue its growth strategy in a world reshaped by AI. He also spearheaded the creation of Hartley, an agentic AI household management app that opens a route for Yell to reconnect with UK consumers.

The Board has asked Kevin Jasper to join the Board of Yell Holdco Limited. Kevin Jasper is currently the CEO of Hibu Inc, a role he has held for the past 12 years. His entire 34-year career has been spent working in the SMB marketing space. Kevin led Hibu through the transition from a subsidiary of the Yell Group to successful private equity ownership in 2021. Over the past five years, Hibu has developed into a US market leader, growing in size and scale while broadening its service offering to meet the growing digital marketing needs of SMBs.

David Anderson, Chairman, said 'On behalf of the Board, I would like to thank Parm for his significant contribution over the last eleven years, and I am delighted to welcome Kevin to our Board.'

Yell Bondco plc

13 August 2026