Future plc

All Correspondence to:
Computershare Investor Services PLC
The Pavilions, Bridgwater Road,
Bristol, BS99 6ZY

Form of Proxy - Annual General Meeting to be held on 7 February 2024

Cast your Proxy online...It's fast, easy and secure! www.investorcentre.co.uk/eproxy

You will be asked to enter the Control Number, Shareholder Reference Number (SRN) and PIN shown opposite and agree to certain terms and conditions.

View the Annual Report online: https://www.futureplc.com/investor-results/#annualReports
Register at www.investorcentre.co.uk - elect for electronic communications & manage your shareholding online!

To be effective, all proxy appointments must be lodged with the Company’s registrars at:
Computershare Investor Services PLC, The Pavilions, Bridgwater Road, Bristol BS99 6ZY by 5 February 2024 at 11.00 am.

Explanatory Notes:

1. Every holder has the right to appoint some other person(s) of their choice, who need not be a shareholder, as his proxy to exercise all or any of his rights, to attend, speak and vote on their behalf at the meeting. If you wish to appoint a person other than the Chair, please insert the name of your chosen proxy holder in the space provided (see reverse). If the proxy is being appointed in relation to less than your full voting entitlement, please enter in the box next to the proxy holder’s name (see reverse) the number of shares in relation to which they are authorised to act as your proxy. If returned without an indication as to how the proxy shall vote on any particular matter, the proxy will exercise discretion as to whether, and if so how, he votes (or if this proxy form has been issued in respect of a designated account for a shareholder, the proxy will exercise his discretion as to whether, and if so how, he votes). To appoint more than one proxy, an additional proxy form(s) may be obtained by contacting the Registrar’s helpline on 0370 707 1443 or you may photocopy this form. Please indicate in the box next to the proxy holder’s name (see reverse) the number of shares in relation to which they are authorised to act as your proxy. Please also indicate by marking the box provided if the proxy instruction is one of multiple instructions being given. All forms must be signed and returned together in the same envelope.

2. The “Vote Withheld” option overlap is provided to enable you to abstain on any particular resolution. However, it should be noted that a “Vote Withheld” is not a vote in law and will not be counted in the calculation of the proportion of the votes “For” and “Against” a resolution.

3. Pursuant to Regulation 41 of the Uncertificated Securities Regulations 2001, entitlement to attend and vote at the meeting and the number of votes which may be cast thereat will be determined by reference to the Register of Members of the Company at close of business on the day which is two days before the day of the meeting. Changes to entries on the Register of Members after that time shall be disregarded in determining the rights of any person to attend and vote at the meeting.

4. To appoint one or more proxies or to give an instruction to a proxy (whether previously appointed or otherwise) via the CREST system, CREST messages must be received by the issuer’s agent (ID number 3RA50) not later than 48 hours before the time appointed for holding the meeting. For this purpose, the time of receipt will be taken to be the time (as determined by the timestamp generated by the CREST system) from which the issuer’s agent is able to retrieve the message. The Company may treat as invalid a proxy appointment sent by CREST in the circumstances set out in Regulation 35(5) (a) of the Uncertificated Securities Regulations 2001.

5. The above is how your address appears on the Register of Members. If this information is incorrect please ring the Registrar’s helpline on 0370 707 1443 to request a change of address form or go to www.investorcentre.co.uk to use the online Investor Centre service.

6. Any alterations made to this form should be initialled.

7. The completion and return of this form will not preclude a member from attending the meeting and voting in person.

Kindly Note: This form is issued only to the addressee(s) and is specific to the unique designated account printed hereon. This personalised form is not transferable between different: (i) account holders; or (ii) uniquely designated accounts. The Company and Computershare Investor Services PLC accept no liability for any instruction that does not comply with these conditions.

All Named Holders

Control Number: 918857
SRN:
PIN:

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PIN: SRN:

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I/We instruct my/our proxy as indicated on this form. Unless otherwise instructed the proxy may vote as he or she sees fit or abstain in relation to any business of the meeting.

In the case of a corporation, this proxy must be given under its common seal or be signed on its behalf by an attorney or officer duly authorised, stating their capacity (e.g. director, secretary).

**Ordinary Resolutions**

1. Adoption of Annual Report and Accounts for FY 2023
   - For
   - Against
   - Withheld

2. To declare a final dividend for the year ended 30 September 2023
   - For
   - Against
   - Withheld

3. Approval of the Directors' Remuneration Report
   - For
   - Against
   - Withheld

4. To re-elect Richard Huntingford as a Director of the Company.
   - For
   - Against
   - Withheld

5. To re-elect Jon Steinberg as a Director of the Company.
   - For
   - Against
   - Withheld

6. To re-elect Meredith Amdur as a Director of the Company.
   - For
   - Against
   - Withheld

7. To re-elect Mark Brooker as a Director of the Company.
   - For
   - Against
   - Withheld

8. To re-elect Rob Hattrell as a Director of the Company.
   - For
   - Against
   - Withheld

9. To re-elect Penny Ladkin-Brand as a Director of the Company.
   - For
   - Against
   - Withheld

10. To re-elect Alan Newman as a Director of the Company.
    - For
    - Against
    - Withheld

11. To re-elect Angela Seymour-Jackson as a Director of the Company.
    - For
    - Against
    - Withheld

12. To elect Ivana Kirkbride as a Director of the Company.
    - For
    - Against
    - Withheld

13. To reappoint Deloitte LLP as Auditor of the Company.
    - For
    - Against
    - Withheld

14. To authorise the Audit and Risk Committee to decide the remuneration of the Auditor.
    - For
    - Against
    - Withheld

15. Directors’ authority to allot shares in the Company or grant rights to subscribe for, or convert any security into shares in the Company.
    - For
    - Against
    - Withheld

16. Authority to make political donations.
    - For
    - Against
    - Withheld

**Special Resolutions**

17. To disapply pre-emption rights.
    - For
    - Against
    - Withheld

18. To further disapply pre-emption rights for acquisitions.
    - For
    - Against
    - Withheld

19. Approval to make market purchases.
    - For
    - Against
    - Withheld

20. Authority to call a general meeting, other than an AGM, on not less than 14 clear days’ notice.
    - For
    - Against
    - Withheld

Signature: ____________________________  Date: ________

Please complete this box only if you wish to appoint a third party proxy other than the Chair. Please leave this box blank if you want to select the Chair. Do not insert your own name(s).

*For the appointment of more than one proxy, please refer to Explanatory Note 2 (see front). Please use a black pen. Mark with an X inside the box as shown in this example.*