

<b>ANNOUNCEMENT OF APPLICATION FOR ADMISSION TO THE AQSE GROWTH MARKET</b>
<b>APPLICANT NAME:</b>
ChallengerX Plc
<b>APPLICANT REGISTERED OFFICE, PRINCIPLE PLACE OF BUSINESS (IF DIFFERENT) AND TELEPHONE NUMBER:</b>
Address: 16 Great Queen Street, London, United Kingdom, WC2B 5DG
<b>DIRECTORS AND PROPOSED DIRECTORS (IF APPLICABLE):</b>
<p>1) Dominique Einhorn (<i>Executive Chairman</i>)</p> <p>2) Brian Connell (<i>Finance Director</i>)</p> <p>3) Lucas Caneda (<i>Executive Director</i>)</p> <p>4) Michael Misha Sher (<i>Independent Non-Executive Director</i>)</p>
<b>APPLICANT SECTOR:</b>
Media
<b>DESCRIPTION OF THE APPLICANT AND ITS ACTIVITIES:</b>
<p>The company is a marketing service provider for all but the biggest clubs in the world, focusing on Rugby and Football clubs.</p> <p>The company's goal is to be a market leader in providing marketing services to sports clubs, with an initial focus on the sports of rugby and football (soccer). The Group also intends to provide and manage a customer-branded social (utility) token to the most promising of its customers</p> <p>The Group will leverage the Board's and Advisors' expertise, experience, and networks in the sports sector, to drive value creation and to establish the business.</p>
<b>NAME OF AQSE CORPORATE ADVISER:</b>
First Sentinel Corporate Finance Limited
<b>NUMBER, CLASS AND PAR VALUE OF SECURITIES TO BE ADMITTED:</b>
TBC Ordinary Shares to be admitted at the Par value of £0.001 each.
<b>SECURITIES IN PUBLIC HANDS AS A PERCENTAGE OF THE TOTAL NUMBER OF SECURITIES IN ISSUE (excluding securities held in treasury):</b>
TBC
<b>SHAREHOLDERS HOLDING MORE THAN FIVE PER CENT OF THE APPLICANT'S SHARE CAPITAL OR VOTING RIGHTS PRE- AND POST-ADMISSION:</b>

Name	Current Shares	Current %	Shares on Admission	Expected % on Admission
Dispersion Holdings	62,500,000	25%	62,500,000	TBC
Dominique Einhorn*	38,125,000	15.25%	49,375,000	TBC
M6 Limited*	37,500,000	15%	37,500,00	TBC
DEFY1 SAS*	37,500,000	15%	37,500,00	TBC
SARLAT RUGBY TEAM SAS*	13,000,000	5.20%	13,000,000	TBC
Incubara Capital Corp.	12,500,000	5%	12,500,000	TBC
Walsh Bros. Holdings**	12,500,000	5%	12,500,000	TBC
Bua Capital Management***	12,500,000	5%	12,500,000	TBC

\* Both M6 Limited and DEFY1 SAS are partly owned by Dominique Einhorn (CEO) with 77.7% and 50% of ownership stake respectively. In addition to M6 Limited and DEFY1 SAS, the following companies are wholly owned by Dominique Einhorn: UNIQORN SAS which owns 1,250,000 Shares; MOBCAST SAS which owns 750,000 Shares; SILVER UNIQORN Ltd. which owns 500,000 Shares; and SARLAT RUGBY TEAM SAS which owns 13,000,000 Shares. None of these companies will be subscribing for additional Shares on Admission. In aggregate, Dominique Einhorn's and his associates' shareholding currently is 51.45% and on Admission it will be [TBC].

\*\* Walsh Bros. Holdings is controlled by Matthew Walsh.

\*\*\* Bua Capital Management is controlled by Jason Walsh.

**TIMETABLE FOR ANY OFFER OF TRANSFERABLE SECURITIES TO THE PUBLIC:**

N/A

**THE EXPECTED ADMISSION DATE:**

23 December 2021

**WEBSITE ADDRESS WHERE INVESTOR INFORMATION WILL BE AVAILABLE FOR INSPECTION:**

[www.challengerx.io](http://www.challengerx.io)

*In respect of a fast-track applicant, the following information should also be included:*

**NAME OF MARKET ON WHICH THE APPLICANT'S SECURITIES ARE CURRENTLY TRADED:**

Currently not listed on any exchange.

**ARRANGEMENTS FOR THE SETTLEMENT OF TRANSACTIONS IN THE APPLICANT'S SECURITIES:**

Application will be made for the Ordinary Shares to be admitted to CREST on Admission. Accordingly, settlement of transactions in the Ordinary Shares following Admission may take place within the CREST system if relevant shareholders so wish.

**DETAILS OF ANY LOCK-IN ARRANGEMENTS:**

The Locked-in Directors and the Locked-in Shareholders will not dispose of any interest in the Ordinary Shares which they may have on Admission (or subsequently acquire) for the period of one year following Admission, save for in certain limited circumstances. In addition, the Locked-in Shareholders and the Locked-in Directors have further agreed that for an additional 6-month period, following the first anniversary of Admission they shall only dispose of any interest in Ordinary Shares through FSCF in accordance with certain orderly market principles.

**DETAILS OF THE LEGAL OR REGULATORY REQUIREMENTS IN THE APPLICANT'S HOME COUNTRY REGARDING THE CONDUCT OF TAKEOVERS AND THE ACQUISITION OF SIGNIFICANT VOTING RIGHTS TO WHICH THE APPLICANT IS SUBJECT:**

The Takeover Code applies.

*In respect of an update to a prior application announcement, the date of the original announcement should also be disclosed as follows:*

**UPDATE TO A PRIOR APPLICATION ANNOUNCEMENT RELEASED ON:**

N/A