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DEAN STREET

Private and Confidential

19th October 2021

The Directors
Theta Bidco Limited
One Fleet Place
London
United Kingdom
EC4M 7WS

By email

Dear Sirs,

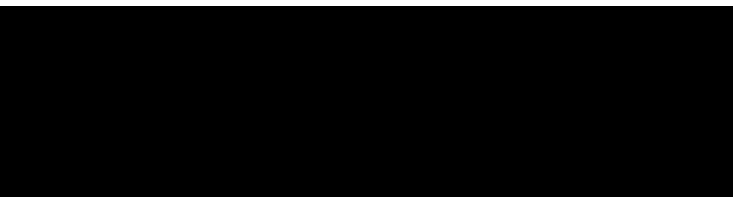
Rule 23.2 Consent Letter

We refer to the Rule 2.7 announcement to be issued on 20th October 2021 by Theta Bidco Limited (“**Bidco**”), pursuant to Rule 2.7 of the UK City Code on Takeovers and Mergers (the “**Rule 2.7 Announcement**”) relating to the acquisition of Arena Events Group plc.

Capitalised terms in this letter shall have the same meaning as in the Rule 2.7 Announcement.

As the financial adviser to Bidco and pursuant to Rule 23.2 of the Code, we hereby consent to the inclusion of our advice in the Rule 2.7 Announcement in the form and context in which it is included in the draft of the Rule 2.7 Announcement which is attached to this letter.

Yours faithfully,



Graeme Atkinson

Managing Director
Dean Street Advisers Limited