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13 July 2021

Seraphine Group plc

Announcement of Offer Price set at 295 pence per Share

Market Capitalisation of £150.2 million

Following the intention to float announcement on 24 June 2021, Seraphine Group plc ("the Group"), an international digitally-led maternity and nursing wear brand, today announces the successful pricing of its initial public offering (the "Offer") at 295 pence per Ordinary Share ("the Offer Price"). Based on the Offer Price, the Company's market capitalisation will be approximately £150.2 million at the commencement of conditional dealings on the main market for listed securities of the London Stock Exchange.

Offer Highlights

- The Offer Price has been set at 295 pence per Ordinary Share.
- Seraphine's total market capitalisation at the commencement of conditional dealings on the main market of the London Stock Exchange will be approximately £150.2 million based on the Offer Price.
- The Offer comprises 20,677,011 New Shares issued by the Company to raise gross proceeds of approximately £61 million, and 4,931,278 Sale Shares being sold by certain existing shareholders, equating to a total offer size of approximately £75.5 million and representing 50.3 per cent of the Company's issued share capital on Admission.

- Immediately following Admission, the Company's issued share capital will be 50,902,011 Ordinary Shares.

David N Williams, CEO of Seraphine Group, said:

"We are absolutely delighted to be starting our journey as a public company by joining the Main Market of the London Stock Exchange, raising our profile and providing us with the platform to achieve our international growth plans. I am pleased with the strong level of support we received for our IPO and I would like to welcome our new shareholders to the register.

"I would like to thank the whole Seraphine team who have worked so hard to grow the business since its origins in 2002 and also our customers, who everyday trust Seraphine to support them during such an important time in their lives.

"This exciting next step in the Company's journey will see us building on our existing strong fundamentals, reaching more customers worldwide and continuing to deliver innovative designs that support the journey of motherhood."

Admission and Dealings

- Conditional dealings in the Company's Shares are expected to commence on the London Stock Exchange at 8:00 a.m. (London time) on 13 July 2021 under the ticker "BUMP".
- Admission to the premium listing segment of the Official List of the FCA and to trading on the main market for listed securities of the London Stock Exchange, and the commencement of unconditional dealings is expected to take place at 8.00 a.m. (London time) on 16th July 2021.
- Full details of the Offer will be included in the Prospectus, which is expected to be published later today and will be available on the Company's website at:
<https://www.seraphinegroupplc.com/>
- It is expected that, subject to Admission and other conditions being met, the Company will in due course be considered eligible for inclusion in the FTSE UK Index Series.

Enquiries

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Important legal information

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The Shares have not been and will not be registered under the applicable securities laws of Australia, Canada, the Republic of South Africa or Japan. Subject to certain exceptions, the Shares may not be offered or sold in Australia, Canada, the Republic of South Africa or Japan or to, or for the account or benefit of, any national, resident or citizen of Australia, Canada, the Republic of South Africa or Japan. There will be no public offer of the Shares in Australia, Canada, the Republic of South Africa, Japan or elsewhere.

This announcement is only addressed to and directed at: (A) if in member states of the European Economic Area (the "**EEA**"), persons who are "qualified investors" within the meaning of Article 2(e) of the Prospectus Regulation (EU) 2017/1129 (as amended) ("**Qualified Investors**"); and (B) if in the United Kingdom, persons who are (a) both "qualified investors" within the meaning of the UK version

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Each of the Company and Numis and their respective affiliates as defined under Rule 501(b) of Regulation D of the Securities Act ("**affiliates**"), directors, officers, employees, advisers and agents, expressly disclaims any obligation or undertaking to update, review or revise any forward looking statement or any other information contained in this announcement whether as a result of new information, future developments or otherwise.

Any subscription or purchase of Shares in the possible IPO should be made solely on the basis of information contained in the Prospectus which is expected to be issued by the Company today in connection with the IPO. The information in this announcement is subject to change. Before subscribing for or purchasing any Shares, persons viewing this announcement should ensure that they fully understand and accept the risks which will be set out in the Prospectus if published. No reliance may be placed for any purpose on the information contained in this announcement or its accuracy or completeness.

You should not base any financial decision on this announcement. Acquiring investments to which this announcement relates may expose an investor to a significant risk of losing a portion or all of the amount invested. This announcement does not constitute a recommendation to purchase Shares. The value of the Shares can decrease as well as increase. Potential investors should consult a professional advisor as to the suitability of an investment in Shares for the person concerned. Nothing contained herein constitutes or should be construed as (i) investment, tax, financial, accounting or legal advice or a representation that any investment or strategy is suitable or appropriate to your individual circumstances.

Numis is authorised and regulated in the United Kingdom by the FCA. Numis is acting exclusively for the Company and no one else in connection with the possible IPO and will not regard any other person

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In connection with the Offer, Numis and any of its affiliates, may take up a portion of the Shares as a principal position and in that capacity may retain, purchase, sell, offer to sell or otherwise deal for their own accounts in such Shares and other securities of the Company or related investments in connection with the Offer or otherwise. Accordingly, references in the Prospectus, once published, to the Shares being issued, offered, subscribed, acquired, placed or otherwise dealt in should be read as including any issue or offer to, or subscription, acquisition, placing or dealing by Numis and any of its affiliates acting in such capacity. In addition, Numis and any of its affiliates may enter into financing arrangements (including swaps or contracts for differences) with investors in connection with which they may from time to time acquire, hold or dispose of Shares. Neither Numis nor any of its affiliates intend to disclose the extent of any such investment or transactions otherwise than in accordance with any legal or regulatory obligations to do so.

For the avoidance of doubt, the contents of the Group's websites are not incorporated by reference into, and do not form part of, this announcement.