

16 January 2026

Dear Shareholder

**Trading Update**

I am pleased to provide shareholders with a Trading Update for the full year ended 31 December 2025.

Writte again exceeded its budgeted profitability for the year and showed an increase in both revenue and profit over the prior year. This strong overall performance masked differing fortunes within Writte's three Business Groups, showing the benefits of Writte's diverse portfolio of businesses within Marketing Services.

Our Innovation businesses saw the slowing of activity caused by US tariffs and pre UK budget uncertainty continue into the fourth quarter which undid much of the progress made in the first half. As a result, they were unable to match their prior year performance.

Our Implementation business, BRANDED, showed good resilience and reaped the rewards of its investment in a new photography studio and equipment, alongside growth in its US portfolio of clients.

Our Instore businesses Arken and Fero both exceeded their budgets and prior year results, with Arken once again Writte's standout performer.

Cash balances at the year-end were in excess of £9m so directors are considering a further special dividend as well as the usual final dividend.

Further details will be contained in our Annual Report which will be issued in April 2026.

Robert Essex  
Chairman