

AIM CORPORATE GOVERNANCE DISCLOSURE & THE QCA CODE

Corporate Governance

THE QUOTED COMPANIES ALLIANCE (QCA) CODE

The London Stock Exchange recently changed the AIM Rules to require that all AIM-listed companies adopt and comply with a recognised corporate governance code. 7digital's Board of Directors has chosen to apply the ten principles set out by the Quoted Companies Alliance's Corporate Governance Code (the 'QCA Code'). We concur with the QCA's statement that "good governance is one of the foundations of a sustainable corporate growth strategy" and commit ourselves to compliance with these principles as they relate to delivering growth, maintaining a dynamic management framework, and building trust with shareholders and other relevant stakeholders.

The report below provides an explanation of how the Company applies each principle in the QCA Code. A further update, including notes on any changes since this set of disclosures, will be provided in our next annual report.

Tamir Koch, Non-executive Chair

This disclosure was last reviewed and updated on 4 July 2022

THE PRINCIPLES OF THE QCA CODE

DELIVER GROWTH

Principle 1

Establish a strategy and business model which promote long-term value for shareholders

Application – as prescribed by the QCA

The board must be able to express a shared view of the company's purpose, business model and strategy. It should go beyond the simple description of products and corporate structures and set out how the company intends to deliver shareholder value in the medium to long-term. It should demonstrate that the delivery of long-term growth is underpinned by a clear set of values aimed at protecting the company from unnecessary risk and securing its long-term future.

How 7digital applies this principle

7digital's business model and strategy is explained fully within the Strategic Report section on pages 9 to 10 of our Consolidated Report and Financial Statements for the Year to 31 December 2021. The key

challenges to the business and how those will be addressed is also detailed on page 10 of the same document. This can be found at <http://about.7digital.com/reports> (“2021 Annual Report”).

7digital provides end-to-end digital music solutions for its business customers. The core of our business is the provision of robust and scalable technical infrastructure combined with extensive global music rights used to create music streaming and radio services for a diverse range of customers – including consumer and social media brands, online fitness companies, mobile carriers, broadcasters, automotive systems, record labels and retailers. We also offer radio production and music curation services.

Our strategy is to grow revenues, profitability and shareholder returns through:

- Offering flexible, highly productised, end-to-end music solutions that drive high gross profit margin deals;
- Increasing the number of clients we serve in strategic, well-funded market verticals;
- Moving to more usage-based commercial deals where successful client consumer use drives revenue beyond our fixed recurring licence fees, meaning 7digital can recognise increasing revenues based on our clients’ success;
- Improving the financial quality of our business by driving recurring SaaS and PaaS revenues;
- Expanding and leveraging our geographic coverage;
- Continued investment in market leading technology to meet shifting technology trends, user consumption, and client needs;
- Applying strict control of our cost base to ensure that revenue growth is quickly reflected in improved overall Group profitability; and
- Establishing and maintaining a partner channel program for scaling sales into the identified target market verticals

The Chief Executive’s Review is contained on pages 4 to 6 and the Chief Financial Officer’s Review is contained on pages 7 to 8 of our Consolidated Report and Financial Statements for the Year to 31 December 2021. These reviews, together with the information contained within the Directors’ Report, constitute the Business Review. The Business Review has been prepared solely to provide additional information to shareholders to assess the Group’s strategies and the potential for these strategies to succeed.

Principle 2

Seek to understand and meet shareholder needs and expectations

Application – as prescribed by the QCA

Directors must develop a good understanding of the needs and expectations of all elements of the company’s shareholder base. The board must manage shareholders’ expectations and should seek to understand the motivations behind shareholder voting decisions.

How 7digital applies this principle

The Board of 7digital Group plc places considerable emphasis on ensuring that all communications with shareholders present a balanced and transparent assessment of the Group’s position and prospects. The Board or a subcommittee of the Board reviews and approves results announcements, interim reports, annual reports, the Chair’s AGM statement and trading updates prior to their release.

The Company recognises that shareholder support is instrumental in the future growth of the Company. The Board is committed to maintaining and further developing communications with shareholders. The executive Directors and Chairman give presentations to analysts and investors and are available for one-to-one formal meetings with the Group's key shareholders.

The Company responds formally to all queries and requests for information from existing and prospective shareholders. In addition, the non-executive Directors are available to shareholders to ensure that any potential concerns can be raised directly. The Group's Annual Report and Accounts, final and interim announcements, trading statements and press releases are available on its website at www.7digital.com.

Principle 3

Take into account wider stakeholder and social responsibilities and their implications for long-term success

Application – as prescribed by the QCA

Long-term success relies upon good relations with a range of different stakeholder groups both internal (workforce) and external (suppliers, customers, regulators and others). The board needs to identify the company's stakeholders and understand their needs, interests and expectations.

Where matters that relate to the company's impact on society, the communities within which it operates or the environment have the potential to affect the company's ability to deliver shareholder value over the medium to long-term, then those matters must be integrated into the company's strategy and business model.

Feedback is an essential part of all control mechanisms. Systems need to be in place to solicit, consider and act on feedback from all stakeholder groups.

How 7digital applies this principle

The key resources and relationships on which the business relies are identified in the Strategic Report (page 11 and 12) of our Consolidated Report and Financial Statements for the Year to 31 December 2021. These include a number of key customers, suppliers of music content (rights holders meaning both labels and publishers), and qualified and experienced employees. Feedback is obtained by the Company from regular stakeholder meetings with labels and publishers, and 7digital works with key technology players to stay at the forefront of emerging technologies.

A strong understanding of consumer trends and behaviours is particularly important to the Company. 7digital commissions and considers consumer insight on a regular basis, and ensures that the findings are used to inform the business model and strategy going forward (for example, supporting and driving the Company's shift of focus from downloads to streaming in recent years).

Internal stakeholders are another key resource for the Company. Senior management - including the executive directors - engage with staff through regular All Hands meetings. At the All Hands meetings, questions from staff are encouraged. The Company also conducts monthly all staff engagement surveys, with the results shared company-wide, and holds quarterly survey meetings for teams and their managers to take immediate action on feedback from employees.

Principle 4

Embed effective risk management, considering both opportunities and threats, throughout the organisation

Application – as prescribed by the QCA

The board needs to ensure that the company's risk management framework identifies and addresses all relevant risks in order to execute and deliver strategy; companies need to consider their extended business, including the company's supply chain, from key suppliers to end-customer.

Setting strategy includes determining the extent of the exposure to the identified risks that the company is able to bear and willing to take (risk tolerance and risk appetite).

How 7digital applies this principle

The Board is responsible for maintaining a sound system of internal control to safeguard shareholders' investments and the Company's assets. Such a system is designed to manage rather than eliminate the risk of failure to achieve business objectives and can provide only reasonable and not absolute assurance against material misstatement or loss. The Board has considered the need for an internal audit function and has concluded that the internal control systems in place are appropriate for the size and complexity of the Company.

The Board is also responsible for the identification and evaluation of major risks faced by the Group and for determining the appropriate course of action to manage those risks. The Board has put in place the procedures necessary to implement and comply with the guidance; Internal Control: Guidance for Directors as issued by the Financial Reporting Council (Revised). The Directors performed an informal review of the Group's control systems during the financial year.

MAINTAIN A DYNAMIC MANAGEMENT FRAMEWORK

Principle 5

Maintain the board as a well-functioning, balanced team led by the chair

Application – as prescribed by the QCA

The board members have a collective responsibility and legal obligation to promote the interests of the company, and are collectively responsible for defining corporate governance arrangements. Ultimate

responsibility for the quality of, and approach to, corporate governance lies with the chair of the board. The board (and any committees) should be provided with high quality information in a timely manner to facilitate proper assessment of the matters requiring a decision or insight.

The board should have an appropriate balance between executive and non-executive directors and should have at least two independent non-executive directors. Independence is a board judgement. The board should be supported by committees (e.g. audit, remuneration, nomination) that have the necessary skills and knowledge to discharge their duties and responsibilities effectively.

Directors must commit the time necessary to fulfil their roles.

How 7digital applies this principle

The Company is controlled through a Board of Directors, which at 4 July 2022 comprised six Directors: two executive Directors, two non-executive Directors and two independent non-executive Directors. Short biographies of each Director are set out on pages 14 to 15 of our Consolidated Report and Financial Statements for the Year to 31 December 2021. The role of the Chair and that of the Chief Executive are separate.

Mark Foster and Helen Gilder are considered independent by the Board.

Matters of company strategy, setting of annual budgets and any changes to forecasts are matters reserved for the Board. At least once a year, the Board meets to establish company strategy in the light of the changing marketplace and this strategy is then reviewed at the regular Board meetings and compared with performance.

During 2021, the total number of formal meetings of the Board of 7digital Group plc was 12. The attendance at formal scheduled meetings of the Board was as follows:

	Number of Board Meetings attended	Number of eligible Board Meetings
P Langworthy	12	12
M Juszkiewicz	12	12
T Koch	12	12
D Lazarus	12	12
M Foster	12	12
H Gilder	12	12

In addition, there were a number of informal meetings of the Board.

During 2021, the Audit Committee met formally three times. The Remuneration Committee met formally once during the period.

Principle 6

Ensure that between them the directors have the necessary up-to-date experience, skills and

capabilities

Application – as prescribed by the QCA

The board must have an appropriate balance of sector, financial and public markets skills and experience, as well as an appropriate balance of personal qualities and capabilities. The board should understand and challenge its own diversity, including gender balance, as part of its composition.

The board should not be dominated by one person or a group of people. Strong personal bonds can be important but can also divide a board.

As companies evolve, the mix of skills and experience required on the board will change, and the board composition will need to evolve to reflect this change.

How 7digital applies this principle

As of 4 July 2022, the following directors serve on the board of 7digital Group plc: EXECUTIVE

DIRECTORS:

Paul Langworthy, Chief Executive Officer
Michael Juskiewicz, Chief Financial Officer

NON-EXECUTIVE DIRECTORS:

Tamir Koch, Chair
David Lazarus
Mark Foster (Independent)
Helen Gilder (Independent)

The non-executive Directors bring a wide range of experience and expertise to the Group's affairs, which allow them to constructively challenge and help develop proposals and strategy, scrutinise performance and controls and take decisions objectively in the interests of the Group. Taken together, the Board's directors have the relevant skills and capabilities required by the business, including in the areas of music, radio, technology, retail, e-commerce, marketing, innovation and finance. Directors are able to request funds to engage third party advisers and undertake training, at the company's cost, as required.

The role of Company Secretary is fulfilled by Michael Juskiewicz.

Principle 7

Evaluate board performance based on clear and relevant objectives, seeking continuous improvement

Application – as prescribed by the QCA

This board should regularly review the effectiveness of its performance as a unit, as well as that of its committees and the individual directors.

The board performance review may be carried out internally, or ideally, externally facilitated from time

to time. The review should identify development or mentoring needs of individual directors or the wider senior management team.

It is healthy for membership of the board to be periodically refreshed. Succession planning is a vital task for boards. No member of the board should become indispensable.

How 7digital applies this principle

Procedures around performance evaluation of the Board are conducted informally while individual Director evaluation is conducted formally by the Chair. The Board continues to evaluate the current balance of skills and determine whether the Board composition is appropriate for the business, and in order to propel the Company to further growth as anticipated. Progress as to this process will be reported in due course to shareholders, and further updates provided.

One-third of the Directors must retire from office by rotation at each annual general meeting (AGM) and all Directors appointed since the date of the last AGM must put themselves forward for re-election.

The directors who retire by rotation in accordance with the Articles of Association will offer themselves for re-election at the Company's Annual General Meeting ("AGM"). The Board has considered the recommendations of the QCA Code in respect of these matters and believes that these members continue to be effective and to demonstrate their commitment to their role, the Board and the Group.

Principle 8

Promote a corporate culture that is based on ethical values and behaviours

Application – as prescribed by the QCA

The board should embody and promote a corporate culture that is based on sound ethical values and behaviours and use it as an asset and a source of competitive advantage.

The policy set by the board should be visible in the actions and decisions of the chief executive and the rest of the management team. Corporate values should guide the objectives and strategy of the company.

The culture should be visible in every aspect of the business, including recruitment, nominations, training and engagement. The performance and reward system should endorse the desired ethical behaviours across all levels of the company.

The corporate culture should be recognisable throughout the disclosures in the annual report, website and any other statements issued by the company.

How 7digital applies this principle

The Board promotes a healthy corporate culture by requiring that all staff adhere to a Code of Conduct.

Charity initiatives are supported on a company-level, through a programme of charity fundraising and by offering all staff the opportunity to designate three days in the year to volunteering for their chosen causes. Sustainability is also important and staff are all encouraged to consider their individual (as well as the company's) impact on the environment through recycling schemes and limiting the use of printed materials. The Company in 2018 set up a Diversity Working Group committed to ensuring that 7digital Group plc is a progressive and inclusive place to work. The group has a mandate to identify opportunities and make recommendations around a whole host of areas that will promote diversity and create an environment of equality and openness. The Company encourages flexible working arrangements.

Principle 9

Maintain governance structures and processes that are fit for purpose and support good decision-making by the board

Application – as prescribed by the QCA

The company should maintain governance structures and processes in line with its corporate culture and appropriate to its:

- Size and complexity; and
- Capacity, appetite and tolerance for risk.

The governance structures should evolve over time in parallel with its objectives, strategy and business model to reflect the development of the company.

How 7digital applies this principle

Board Role

The Chair is responsible for the leadership of the Board, ensuring its effectiveness in all aspects of its role and setting its agenda. The Chair also ensures that the Directors receive accurate, timely and clear information and that there is effective communication with shareholders. The Chair also facilitates the effective contribution of the other non-executive Directors and ensures constructive relations between executive and non-executive Directors. The Chief Executive's responsibilities are concerned with managing the Group's business and implementing Group strategy.

The Board's role is to provide entrepreneurial leadership of 7digital within the framework of prudent and effective controls that enable risk to be assessed and managed. The Board is responsible for setting the Company's strategic aims and for ensuring the financial and human resources are in place for the Company to meet its objectives and to review management performance. The Board is also responsible for setting the Company's values and standards and ensuring that its obligations to its shareholders are understood and met. The Board dispatches its role by holding regular meetings, at which:

- the monthly management accounts, including budgets and prior year comparatives, are reviewed;
- strategy is set and policy is debated;
- all significant investment and acquisition opportunities are reviewed and, if appropriate, approval is given; and
- any proposed changes to internal control and operating policies are debated.

Committees of the Board

The Board has two standing committees, being the Audit Committee and the Remuneration Committee, each of which operates within defined terms of reference.

Audit Committee

The Audit Committee consists of Helen Gilder (the Chair) and Mark Foster. The Audit Committee has primary responsibility for monitoring the integrity of the financial statements of the Group; reviewing the Group's internal financial controls; ensuring that the financial performance of the Group is properly measured and reported on; and for reviewing reports from the Group's auditor relating to the Group's accounting and internal financial controls. The Chief Financial Officer and other senior management also attend committee meetings by invitation. The Committee has unrestricted access to the Company's auditor.

The Audit Committee recommends to the Board the appointment, re-appointment or removal of the external auditor. On 16 December 2021, the Audit Committee made the decision to reappoint Haysmacintyre LLP as external auditors. The Committee considers all proposals for non-audit services and ensures that these do not impact on the objectivity and independence of the auditor. The Audit Committee in its meetings with the external auditor reviews the safeguards and procedures developed by the auditor to counter threats or perceived threats to their objectivity and independence and assess the effectiveness of the external audit. The Group's policy on non-audit services performed by the external auditor is to address any issues on a case-by-case basis.

Remuneration Committee

The Remuneration Committee consists of Mark Foster as chairman, Tamir Koch and Helen Gilder. Further details of the Committee's remit are contained in the Directors' Remuneration Report on pages 23 to 24 of the Company's Consolidated Report and Financial Statements for the Year to 31 December 2021.

BUILD TRUST

Principle 10

Communicate how the company is governed and is performing by maintaining a dialogue with shareholders and other relevant stakeholders.

Application – as prescribed by the QCA

A healthy dialogue should exist between the board and all of its stakeholders, including shareholders, to enable all interested parties to come to informed decisions about the company.

In particular, appropriate communication and reporting structures should exist between the board and all constituent parts of its shareholder base. This will assist:

- The communication of shareholders' views to the board; and
- The shareholders' understanding of the unique circumstances and constraints faced by the company.

It should be clear where these communication practices are described (annual report or website).

How 7digital applies this principle

The Board recognises the need for effective communication between the company and its shareholders. The Company communicates its strategy through the Annual Report and Accounts, the Annual General Meeting, and meetings with institutional shareholders.

A full report from the Remuneration Committee can be found in the Directors' Remuneration report section (pages 23-24) of the Consolidated Report and Financial Statements for the Year to 31 December 2021.

Historical annual reports and other governance-related material (including notices of general meetings) can be found in the Reports section of <http://about.7digital.com/investors>.