

THIS FORM OF INSTRUCTION AND THE ACCOMPANYING LETTER ARE IMPORTANT AND REQUIRE YOUR IMMEDIATE ATTENTION. If you are in any doubt about the Offer, the contents of this document or the accompanying letter or the action you should take, you are recommended to seek your own personal financial advice immediately from your stockbroker, bank manager, solicitor, accountant or other independent financial adviser authorised under the Financial Services and Markets Act 2000 (as amended) if you are resident in the United Kingdom or, if not, from another appropriately authorised independent financial adviser in the relevant jurisdiction.

This form of instruction (**Form of Instruction**) should be read in conjunction with the accompanying letter dated 11 July 2025 (the **Letter**) 11 July 2025 (the **Offer Document**) which are available on the Inspired website at – <https://inspiredplc.co.uk/investors/recommended-offer-from-hggc-doc/>.

Unless the context requires otherwise, words and expressions defined in the Offer Document and the Letter have the same meanings in this Form of Instruction. Please read carefully the terms and conditions of the Offer as set out in the Letter, which are incorporated in, and form part of, this Form of Instruction.

FORM OF INSTRUCTION

**for use by holders of JOE Options granted under the Inspired plc Long Term Incentive Plan
2017**

If you wish to exercise the JOE Option and accept the Offer (i.e. proceed under Choice 1), you must send this Form of Instruction using the enclosed reply-paid envelope and return it to [REDACTED] by post or by hand (during normal business hours only). You should return this Form of Instruction **as soon as possible and in any event so as to be received by no later than 5 pm (UK time) on 1 August 2025. Please take and retain a copy of your completed Form of Instruction for your records.** If you wish to proceed under Choice 1 and you return a duly completed Form of Instruction after this time, you will be able to proceed under Choice 1 provided your Form of Instruction is received before your JOE Option lapses and while the Offer remains open for acceptance. Your JOE Option will lapse on the date set out in the table in Section 2 below (the **Lapse Date**) but may lapse sooner in some circumstances.

If you have any queries in relation to the Letter or how to complete this Form of Instruction you should contact [REDACTED] at Inspired at [REDACTED] without delay. However, please note that neither [REDACTED] nor Inspired will be able to provide you with any legal, financial, tax planning or investment advice on the merits of any particular choice or on the Offer itself.

SECTION 1

Details of JOE Option holder: Please check that your full name and address in the boxes below are correct.

Name	<i>To be prepopulated</i>
Address	<i>To be prepopulated</i>

Instructions to exercise your JOE Option(s) and accept the Offer (i.e. Choice 1 pursuant to the Letter)

I confirm that I have read the Letter and this Form of Instruction and, having done so, I hereby irrevocably exercise each JOE Option as detailed in Box 1 of Section 2 below in respect of all the Inspired Shares subject to the relevant JOE Award, if and to the extent they are exercisable, with such exercise to take effect immediately following the Offer becoming or being declared unconditional in all respects, or if my Form of Instruction is received too late for this to occur, as soon as reasonably practicable after receipt of my Form of Instruction so long as the Offer remains open for acceptance at that time.

I hereby irrevocably accept the Offer in respect of the Inspired Shares I acquire the entire interest in on the exercise of each JOE Option, as referred to in Box 1 of Section 2 below.

SECTION 2

Box 1 — Details of JOE Options:

Number of Inspired Shares subject to the relevant JOE Award	JOE Option Grant Date	Hurdle	Exercise Price	Lapse Date (if not exercised following Completion)	Tick to exercise over your JOE Option and accept the Offer under Choice 1 in respect of all the Inspired Shares you acquire the entire interest in on exercise
[]	[]	195 pence per share	1.25 pence per share	6 months after Completion	☐ (tick)

Notes on completion of Box 1:

- 1 Tick the relevant box in the last column to exercise **in full** each JOE Option set out in the table and to accept the Offer in respect of all your Inspired Shares you acquire the entire interest in on the exercise of each JOE Option. If you wish to exercise your JOE Option but **not** accept the Offer in respect of the relevant Inspired Shares, **DO NOT** complete this Form of Instruction and instead contact [REDACTED] at Inspired at [REDACTED] without delay.
- 2 If you tick the relevant box in the last column, you have irrevocably agreed to exercise your JOE Option in full with such exercise taking effect as applicable as set out above Box 1.
- 3 Subject to the below, if you complete this Form of Instruction and agree to exercise your JOE Option and accept the Offer, you **do not** need to send any money for the total exercise price to be paid to exercise your JOE Option, or any tax liability payable on such exercise. You will be

treated as agreeing to the terms of the Cashless Exercise Facility described in Section 3 of Appendix 1 of the Letter and as set out in the Terms and Conditions below.

- 4 Please note that if you are in any doubt as to your personal tax position, you should consult an appropriate independent professional tax adviser without delay.**

Box 2—JOE Option holder signature

PLEASE COMPLETE THE SIGNATURE BOX BELOW TO CONFIRM THE EXERCISE OF EACH JOE OPTION SET OUT IN BOX 1 AND THE ACCEPTANCE OF THE OFFER (CHOICE 1) IN RESPECT OF THEM AND THE INSPIRED SHARES YOU ACQUIRE THE ENTIRE INTEREST IN PURSUANT TO THIS FORM OF INSTRUCTION. FAILURE TO DO SO WILL RESULT IN THIS FORM OF INSTRUCTION BEING INEFFECTIVE.

I confirm that the choice that I have made on this Form of Instruction is subject to the Letter and also the Terms and Conditions below and I hereby sign this form as a deed.

Executed and delivered as a deed on 2025 by [insert name of JOE Option Holder] in the presence of:	Signature.....
 <i>signature of witness</i>	
<i>name of witness</i>	
 <i>witness's address</i>	
<i>witness's occupation</i>	

Please note that you must sign in the presence of an adult independent witness (over 18 years of age) who must also sign and print their full name, address and occupation where indicated.

TERMS AND CONDITIONS AND

ADDITIONAL NOTES ON THE COMPLETION OF THIS FORM

Signing the signature box and returning the Form of Instruction duly completed is your confirmation that you want to make the choices referred to in relation to each JOE Option indicated in Box 1 above and take the above actions and agree to the terms of the Letter, these Terms and Conditions of this Form of Instruction and the terms and conditions of the Offer. If you only sign the signature box and leave the rest of the Form of Instruction blank, you will be deemed to have agreed to: (i) exercise each JOE Option which is set out in Box 1 (to the extent they are exercisable) in full using the Cashless Exercise Facility and accept the Offer in respect of all of the Inspired Shares you acquire the entire interest in as a result of exercising each JOE Option. It is important that you read the Terms and Conditions of this Form of Instruction. **If you do not take any action, your JOE Option will eventually lapse and cease to be of any value.**

Terms and Conditions

- 1 Subject to the following paragraphs, this Form of Instruction will be of no effect unless it is duly completed and returned to [REDACTED] using the enclosed reply-paid envelope by post or by hand (during normal business hours only) as soon as possible and in any event so as to be received by no later than 5 pm (UK time) on 11 July 2025.
- 2 The delivery of this Form of Instruction duly signed may, if Inspired so determines in its absolute discretion, be as effective as if it were duly completed and received despite the fact that it is not completed or received strictly in accordance with the Form of Instruction and these Terms and Conditions.
- 3 Your JOE Option agreement(s) (and the corresponding JOE Agreement(s)) will cease to be valid after the exercise of your JOE Option becomes effective.
- 4 By completing and signing this Form of Instruction and electing to exercise and accept the Offer (i.e. proceed under Choice 1) and returning it by the method and date specified, you hereby irrevocably:
 - 4.1 confirm that you have read, understood and agree to the Terms and Conditions of this Form of Instruction and that you have had an opportunity to review the Offer Document and the Letter (including the Appendices);
 - 4.2 elect to exercise your JOE Option and undertake to pay the full exercise price from the Consideration (see 4.7.2 below);
 - 4.3 agree that the exercise of your JOE Option will take effect as set out in this Form of Instruction;
 - 4.4 agree that the Inspired Shares in respect of which you acquire the entire interest will be transferred to you or a nominee for you selected by Inspired and you waive any requirement to be issued with a share certificate;
 - 4.5 accept the Offer in respect of your Inspired Shares, as described in the Letter on the terms set out in the Offer Document and the Letter; such acceptance to take effect immediately following the exercise of your JOE Option;
 - 4.6 authorise each of Inspired, Bidco and any director of Inspired or Bidco (from time to time) to nominate any person to execute on your behalf and as your agent and attorney a Form of

Instruction (or similar documentation) having regard to the instructions listed in this Form of Instruction and a form of transfer in favour of Bidco in respect of your Inspired Shares;

4.7 confirm that you hereby:

4.7.1 authorise Bidco to pay the Consideration due to you under the Offer to Inspired on your behalf;

4.7.2 authorise Inspired to deduct and retain from such Consideration an amount equal to the total exercise price in respect of your JOE Option in discharge of your undertaking pursuant to the terms of the Cashless Exercise Facility (as more particularly described in the Letter);

4.7.3 authorise Inspired, your employer and/or former employer to deduct from such Consideration an amount equal to all income tax and employee's NICs and account for the same to HMRC (or any other relevant tax authority) on your behalf, and to do any other act as may be necessary or desirable to give effect to your instructions as set out in the Form of Instruction;

4.7.4 authorise and direct the payment of the Consideration net of the deductions under 4.7.2 and 4.7.3 above to be paid to you through Inspired's payroll as soon as practicable after the date of exercise of your JOE Option and the payment of the consideration under the Offer; and

4.7.5 agree to indemnify and keep indemnified Inspired (and, where relevant, your employing company) for any further income tax and employee's NICs (or the overseas equivalent) in respect of the JOE Options (whether pursuant to their exercise, the acquisition of Inspired Shares or otherwise);

4.8 acknowledge that if any of the JOE Options have lapsed or lapse before exercise takes effect, completion of this Form of Instruction will be of **no** effect in respect of such lapsed JOE Options;

4.9 acknowledge that neither Inspired nor Bidco will be responsible for any consequential loss in the event of the Form of Instruction being incorrectly completed or where either of them has been unable to obtain clarification of your instructions;

4.10 acknowledge that neither the Inspired Directors nor the Bidco Directors nor any person acting on behalf of any of them shall have any liability to any person for any loss or alleged loss arising from the price of, the timing of, or the manner of any sale of Inspired Shares made in accordance with the terms of this Letter or otherwise in connection with any such sale;

4.11 authorise that all correspondence, consideration and any other item in connection with the Offer may be sent to you at your own risk at the address to which the Letter was sent (or address provided above, if different) and that Inspired and Bidco accept no responsibility for documentation lost or delayed in the postal system;

4.12 waive all rights and/or claims you may have (current and future) in respect of the JOE Options (other than the right to acquire the entire interest over the Inspired Shares in respect of the exercise of your JOE Options you exercise under Choice 1) and the Inspired Shares you acquire the entire interest in pursuant to the exercise of the Options (other than rights to receive the Consideration after the deduction of the amounts set out in 4.7.2 and 4.7.3), such waiver to take effect immediately after the exercise of the JOE Options; and

- 4.13 agree that Inspired and Bidco may, but are not obliged, to rely on a duly completed PDF or faxed copy of this Form of Instruction if not accompanied by the original.
- 5 Your signature on this Form of Instruction constitutes:
- 5.1 a warranty that you are entitled to your JOE Options, that they are valid and subsisting and free from all liens, charges and encumbrances of any nature whatsoever and that you are entitled to exercise the JOE Options; and
- 5.2 an irrevocable authority to and appointment of Inspired and/or Bidco (acting jointly and severally) or any person nominated by Inspired and/or Bidco as your attorney (the **Attorney**) with authority in your name and on your behalf to sign and execute any and all agreements, instruments, deeds or other papers and documents and do all things in your name as the Attorney may in its absolute discretion consider necessary or desirable in order to give effect to your instructions and authorities above and to facilitate the exercise of your JOE Options and the transfer of the Inspired Shares that you shall hold as a result of the exercise of your JOE Options to Bidco in accordance with the terms set out in this Form of Instruction, the Letter and the Offer Document AND you hereby undertake to ratify everything which the Attorney shall do or purport to do by virtue of this power of attorney and declare that this power of attorney having been given by you to the Attorney to secure your undertakings to it in connection with the JOE Options and this Form of Instruction, shall be irrevocable in accordance with section 4 of the Powers of Attorney Act 1971.
- 6 If you sign and return this Form of Instruction, but do not complete any of the boxes, or if you complete this Form of Instruction incorrectly, you will be **deemed** to have exercised your JOE Options and accepted the Offer to the maximum extent possible.
- 7 This Form of Instruction shall be governed by and construed in accordance with English law and any dispute arising in connection therewith, including non-contractual disputes, is subject to the exclusive jurisdiction of the Courts of England and Wales.