THE TAKEOVER PANEL

OFFERS BY

HUMBER BIDCO LIMITED ("HUMBER")

AND

MEIF 6 FIBRE LIMITED ("MEIF 6 FIBRE")

FOR

KCOM GROUP PUBLIC LIMITED COMPANY ("KCOM")

On 4 July 2019, in accordance with Rule 32.5 of the Takeover Code (the "Code"), the Panel Executive announced (Panel Statement 2019/11) that the auction procedure set out in Appendix 8 of the Code (the "Auction Procedure") would be applied in order to resolve the competitive situation in relation to KCOM.

The Auction Procedure has now ended and the offers of Humber and MEIF 6 Fibre following its conclusion are as follows:

Humber: 113 pence in cash per KCOM ordinary share as set out in its

announcement dated 12 July 2019

MEIF 6 Fibre: 120.3 pence in cash per KCOM ordinary share as set out in

its announcement dated 12 July 2019

12 July 2019