



9th April 2025

Merit Group Ltd

MRT.AMPX

ISIN: GB00BNYKJJ86

“Shares Admitted to Trading on Asset Match Private Market”

Asset Match are delighted to welcome Merit Group Ltd to the platform and announce its admission to the Asset Match Private Market. Please see their Admission Statement [here](#).

Asset Match, a firm authorised and regulated by the Financial Conduct Authority (FRN 579310), will operate an electronic off-market dealing facility for the Ordinary Shares. This facility will allow existing holders of Ordinary Shares in the Company ("Shareholders") and new investors to trade Ordinary Shares by matching buyers and sellers through periodic auctions.

The Ordinary Shares are admitted to trading at 20 pence per share and a market capitalisation of c.£4.8m. Auctions will run quarterly with the first set to close on Friday 25th April 2025 at 2pm.

The Asset Match trading facility operates under its own code of practice which governs the behaviour of participants and the running of the periodic auctions. Asset Match operates an open auction system where volumes of bids and offers at different prices are displayed on its website together with the closing date of the auction. At the end of each auction period, Asset Match passes this information through a non-discretionary algorithm that determines a "market-derived" share price based on supply and demand and allocates transactions accordingly. Bids and offers may be made and withdrawn at any time before the closing date of each auction.

Shareholders will continue to be able to hold their shares in uncertificated form (i.e. in CREST) and should check with their existing stockbroker whether they are willing or able to trade in unquoted shares.

Participants wishing to trade shares through Asset Match must do so through a stockbroker. Further details of the 40+ network of brokers who have signed up to access the Asset Match platform is available on request.

Investors are encouraged to register on www.assetmatch.com and add [Merit Group](#) to their 'Watchlist' to receive Company updates and auction/price information.

Asset Match Limited

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About Merit Group:

Merit Group Limited is a B2B Data and Intelligence business. We use technology-led data capture and analysis techniques to provide our customers with high quality data.

The group encompasses Dods Group Limited and Merit Data & Technology Limited.

Dods Group specialises in content and data within policy, public affairs and politics. The business is focused on the gathering and analysis of political data in the UK and Europe. Dods is a leading provider of intelligence and data in its market.

Merit Data & Technology is a technology enabled business that gathers, organises and enriches the data that informs some of the world's leading b2b intelligence brands. The business also researches prospect and customer data to make it rich, compliant and relevant for defined target audiences. It provides cost efficient technology solutions and skilled technology resources for clients.

About Asset Match:

Asset Match Limited, a firm authorised and regulated by the Financial Conduct Authority (FRN 579310), operates a leading online platform for trading unquoted securities. Established in 2012 they have become a trusted partner to a multitude of private companies, advisors, brokers and investors. The Asset Match model is to create secondary liquidity via periodic auctions where a live order-book is displayed throughout and a non-discretionary algorithm creates a single clearing price. The platform has facilitated over £130m of secondary transactions since inception.