

24 January 2020

**The Directors**  
**Zinc Media Group Plc**  
7 Exchange Crescent  
Conference Square  
Edinburgh  
United Kingdom  
EH3 8AN

Dear Sirs

**Zinc Media Group Plc**

We hereby consent to the publication of the general meeting circular dated 24 January 2020 relating to approval of waiver of Rule 9 of the City Code on Takeovers and Mergers and other matters, with the inclusion therein of our name and the references thereto in the form and context in which they appear.

Yours faithfully



For and on behalf of  
**Peterhouse Capital Limited**