

Prime Active Capital plc
(“PAC” or the “Company”)

Posting of EGM Circular

Prime Active Capital plc announced today that it has despatched a circular to shareholders convening an extraordinary general meeting of the Company (the “EGM”) for the purpose of considering resolutions to approve the proposed acquisition by PAC of C7 Brands Limited. The EGM will be held at 10.00a.m. at the offices of Arthur Cox, Earlsfort Centre, Earlsfort Terrace, Dublin 2, Ireland on 17 October 2016.

In addition, as disclosed in the EGM circular, PAC are pleased to announce that Conor Martin, a substantial shareholder in the Company, has today been appointed to the board of PAC. The directors welcome Conor’s industry experience and together the new board looks forward to the continuing progression of its business strategy, including completion of the acquisition of C7 Brands Limited, subject to shareholder approval at the EGM.

A copy of this announcement is available on the Company’s website: <http://www.pacplc.com/investor.html>

A copy of the EGM circular is also available at <http://www.pacplc.com/investor.html> and is available for inspection during usual business hours on any business day from the date of this document until completion of the acquisition at the offices of Arthur Cox, Earlsfort Centre, Earlsfort Terrace, Dublin 2, Ireland.

For further information contact:

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Responsibility Statement

The Directors of Prime Active Capital plc accept responsibility for the information contained in this announcement other than that relating to C7 Brands Limited and, to the best of the knowledge and belief of the Directors (who have taken all reasonable care to ensure that such is the case), the information contained in this announcement for which they accept responsibility is in accordance with the facts and does not omit anything likely to affect the import of such information.

The director of C7 Brands Limited accepts responsibility for the information contained in this announcement relating to C7 Brands Limited and, to the best of the knowledge and belief of the director (who has taken all reasonable care to ensure that such is the case), the information contained in this announcement for which he accepts responsibility is in accordance with the facts and does not omit anything likely to affect the import of such information.