

TR-1ⁱ: NOTIFICATION OF MAJOR INTERESTS IN SHARES

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| 1. Identity of the issuer or the underlying issuer of existing shares to which voting rights are attachedⁱⁱ: | Kewill GBP 0.01 |
| 2. Reason for the notification (please tick the appropriate box or boxes) | |
| An acquisition or disposal of voting rights | <input checked="" type="checkbox"/> |
| An acquisition or disposal of financial instruments which may result in the acquisition of shares already issued to which voting rights are attached | <input type="checkbox"/> |
| An event changing the breakdown of voting rights | <input type="checkbox"/> |
| Other (please specify): _____ | |
| 3. Full name of person(s) subject to the notification obligationⁱⁱⁱ: | Strategic Equity Capital Plc |
| 4. Full name of shareholder(s) (if different from 3.) ^{iv} : | HSBC Global Custody Nominees Ltd |
| 5. Date of the transaction (and date on which the threshold is crossed or reached if different) ^v : | 19 th July 2011 |
| 6. Date on which issuer notified: | 21 st July 2011 |
| 7. Threshold(s) that is/are crossed or reached: | Over 3% |
| 8. Notified details: | |

A: Voting rights attached to shares

| Class/type of shares if possible using the ISIN CODE | Situation previous to the Triggering transaction ^{vi} | | Resulting situation after the triggering transaction ^{vii} | | | | |
|---|--|---|---|---------------------------------------|------------------------|--------------------|----------------|
| | Number of Shares | Number of Voting Rights ^{viii} | Number of shares | Number of voting rights ^{ix} | | % of voting rights | |
| | | | Direct | Direct ^x | Indirect ^{xi} | Direct | Indirect |
| Ordinary Shares GB0007383341 | 2,687,959 | 2,687,959 | 2,741,084 | 2,741,084 | | | 3.01% of class |

B: Financial Instruments

| Resulting situation after the triggering transaction ^{xii} | | | | |
|---|---------------------------------|--|---|--------------------|
| Type of financial instrument | Expiration date ^{xiii} | Exercise/ Conversion Period/ Date ^{xiv} | Number of voting rights that may be acquired if the instrument is exercised/ converted. | % of voting rights |
| | | | | |

Total (A+B)

| Number of voting rights | % of voting rights |
|-------------------------|--------------------|
| 2,741,084 | 3.01% of class |

9. Chain of controlled undertakings through which the voting rights and/or the financial instruments are effectively held, if applicable ^{xv}:

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Proxy Voting:

10. Name of the proxy holder:

11. Number of voting rights proxy holder will cease to hold:

12. Date on which proxy holder will cease to hold voting rights:

13. Additional information:

14. Contact name:

15. Contact telephone number:

ANNEX NOTIFICATION OF MAJOR INTERESTS IN SHARES^{xvi}**A: Identity of the person or legal entity subject to the notification obligation**

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|---|---|
| Full name (including legal form for legal entities) | Strategic Equity Capital Plc |
| Contact address (registered office for legal entities) | Beaufort House, 51 New North Road, Exeter, Devon, EX4 4EP |
| Phone number | (01392) 477 596 |
| Other useful information (at least legal representative for legal persons) | Contact name: Christopher Mendoza |

B: Identity of the notifier, if applicable^{xvii}

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|---|---|
| Full name | Christopher Mendoza |
| Contact address | Beaufort House, 51 New North Road, Exeter, Devon, EX4 4EP |
| Phone number | (01392) 477 567 |
| Other useful information (e.g. functional relationship with the person or legal entity subject to the notification obligation) | For and on behalf of Capita Sinclair Henderson Ltd; Company Secretary |

C: Additional information

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