

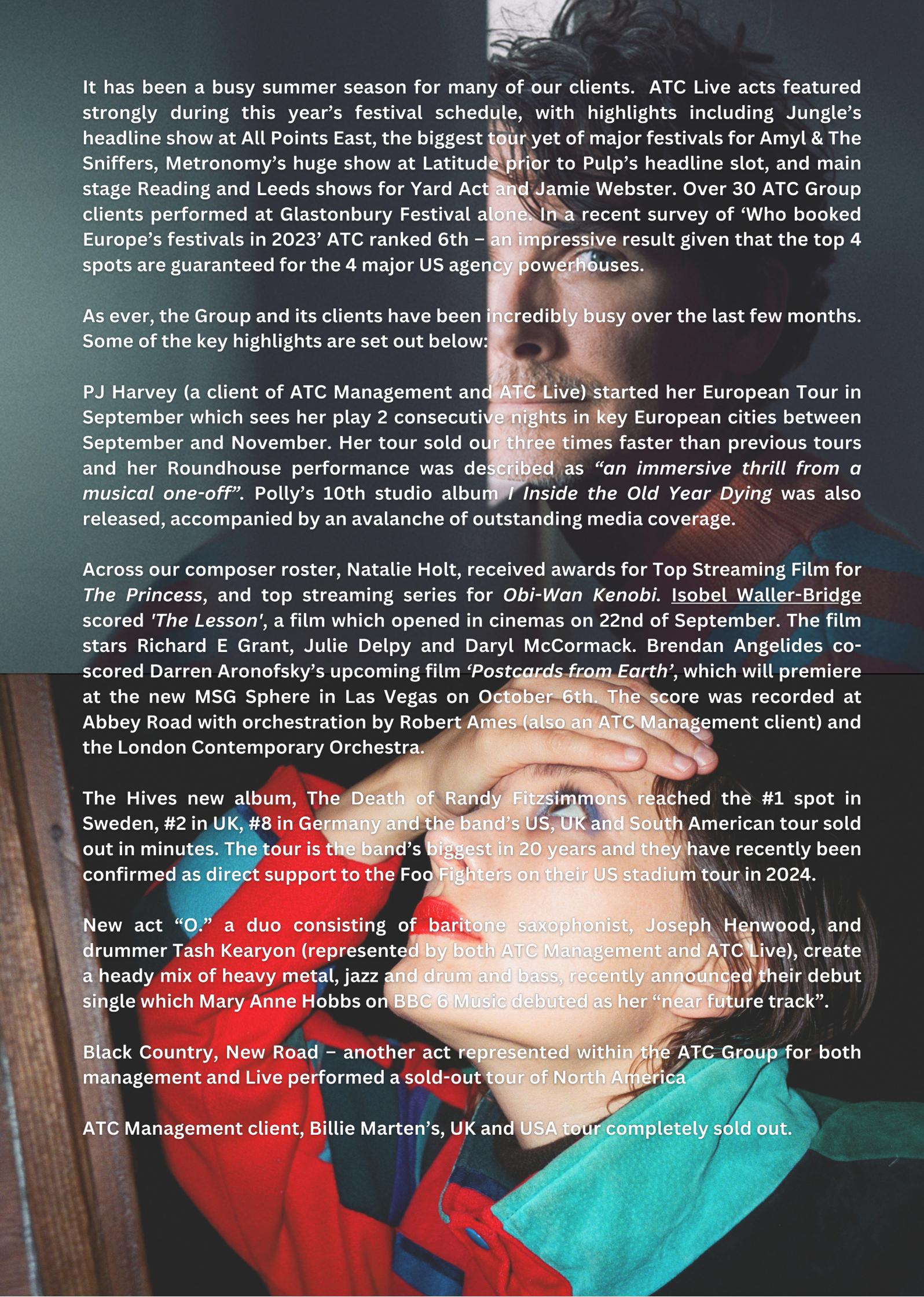
This is the first of our new quarterly updates for shareholders (and for anyone else who is interested in what is going on at ATC). We are delighted to welcome all new shareholders who joined us in July and, of course, remain grateful to those who supported our pre-IPO and IPO fundraising rounds and who have continued to offer support to the Group.

Since the fundraise closed in July, work has continued to develop and interrogate prospective commercial opportunities across the Group's key divisions – Artist Representation, Services and Live Events. As noted in our shareholder presentations in June, we are also likely to develop a 4th division which will seek to solidify our ideas around rights ownership/IP over the coming months. I look forward to updating you in due course on the progress of the opportunities that we have identified in all areas.

The integration of Sandbag into the Group, following our acquisition of a 60% stake in July, has been smooth. The collaboration of the directors of Sandbag with ATC senior management has already had a positive impact on strategic discussions across the Group as we look to maximise efficiencies, grow margins, and source new opportunities. The added strength that the Sandbag business brings to our 'Direct to Consumer' focus will be a key strategic plank of our future growth and their roster of over 200 clients, when added to our 600+ clients across artist and live representation, certainly delivers a substantial boost to our operations.

We continue to assess and consider festival and venue options in line with our strategy to expand our services into event ownership, with our wide industry reach providing proprietary market intelligence. We have a number of exciting developments in the pipeline which are progressing and will provide an update when appropriate.

Autumn
2023



It has been a busy summer season for many of our clients. ATC Live acts featured strongly during this year's festival schedule, with highlights including Jungle's headline show at All Points East, the biggest tour yet of major festivals for Amyl & The Sniffers, Metronomy's huge show at Latitude prior to Pulp's headline slot, and main stage Reading and Leeds shows for Yard Act and Jamie Webster. Over 30 ATC Group clients performed at Glastonbury Festival alone. In a recent survey of 'Who booked Europe's festivals in 2023' ATC ranked 6th – an impressive result given that the top 4 spots are guaranteed for the 4 major US agency powerhouses.

As ever, the Group and its clients have been incredibly busy over the last few months. Some of the key highlights are set out below:

PJ Harvey (a client of ATC Management and ATC Live) started her European Tour in September which sees her play 2 consecutive nights in key European cities between September and November. Her tour sold out three times faster than previous tours and her Roundhouse performance was described as “*an immersive thrill from a musical one-off*”. Polly's 10th studio album *I Inside the Old Year Dying* was also released, accompanied by an avalanche of outstanding media coverage.

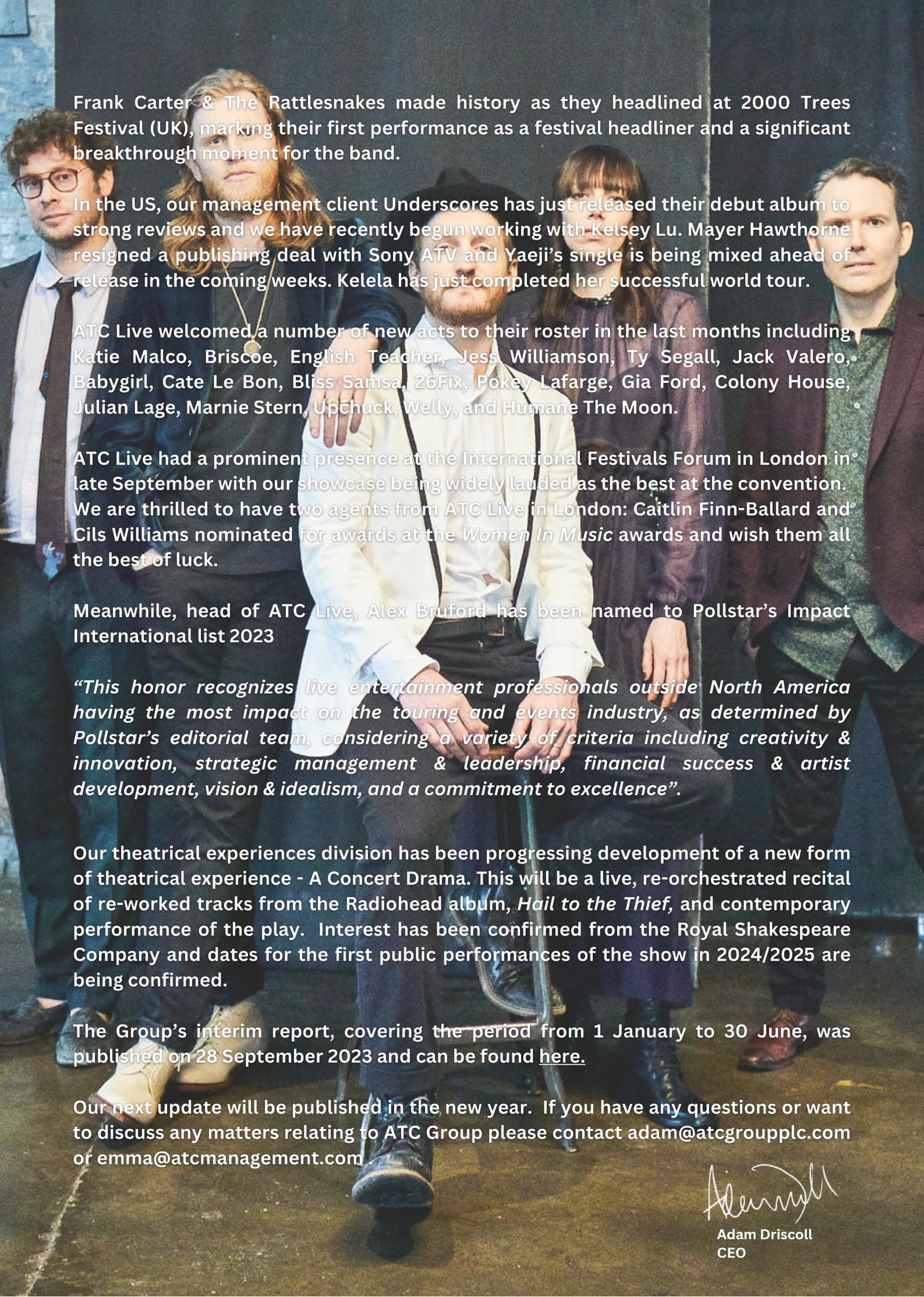
Across our composer roster, Natalie Holt, received awards for Top Streaming Film for *The Princess*, and top streaming series for *Obi-Wan Kenobi*. Isobel Waller-Bridge scored *'The Lesson'*, a film which opened in cinemas on 22nd of September. The film stars Richard E Grant, Julie Delpy and Daryl McCormack. Brendan Angelides co-scored Darren Aronofsky's upcoming film *'Postcards from Earth'*, which will premiere at the new MSG Sphere in Las Vegas on October 6th. The score was recorded at Abbey Road with orchestration by Robert Ames (also an ATC Management client) and the London Contemporary Orchestra.

The Hives new album, *The Death of Randy Fitzsimons* reached the #1 spot in Sweden, #2 in UK, #8 in Germany and the band's US, UK and South American tour sold out in minutes. The tour is the band's biggest in 20 years and they have recently been confirmed as direct support to the Foo Fighters on their US stadium tour in 2024.

New act “O.” a duo consisting of baritone saxophonist, Joseph Henwood, and drummer Tash Kearyon (represented by both ATC Management and ATC Live), create a heady mix of heavy metal, jazz and drum and bass, recently announced their debut single which Mary Anne Hobbs on BBC 6 Music debuted as her “near future track”.

Black Country, New Road – another act represented within the ATC Group for both management and Live performed a sold-out tour of North America

ATC Management client, Billie Marten's, UK and USA tour completely sold out.



Frank Carter & The Rattlesnakes made history as they headlined at 2000 Trees Festival (UK), marking their first performance as a festival headliner and a significant breakthrough moment for the band.

In the US, our management client Underscores has just released their debut album to strong reviews and we have recently begun working with Kelsey Lu. Mayer Hawthorne resigned a publishing deal with Sony ATV and Yaeji's single is being mixed ahead of release in the coming weeks. Kelela has just completed her successful world tour.

ATC Live welcomed a number of new acts to their roster in the last months including Katie Malco, Briscoe, English Teacher, Jess Williamson, Ty Segall, Jack Valero, Babygirl, Cate Le Bon, Bliss Samsa, 26Fix, Pokey Lafarge, Gia Ford, Colony House, Julian Lage, Marnie Stern, Upchuck, Welly, and Humane The Moon.

ATC Live had a prominent presence at the International Festivals Forum in London in late September with our showcase being widely lauded as the best at the convention. We are thrilled to have two agents from ATC Live in London: Caitlin Finn-Ballard and Cils Williams nominated for awards at the *Women In Music* awards and wish them all the best of luck.

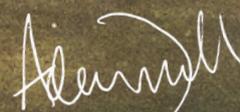
Meanwhile, head of ATC Live, Alex Bruford has been named to Pollstar's Impact International list 2023

"This honor recognizes live entertainment professionals outside North America having the most impact on the touring and events industry, as determined by Pollstar's editorial team, considering a variety of criteria including creativity & innovation, strategic management & leadership, financial success & artist development, vision & idealism, and a commitment to excellence".

Our theatrical experiences division has been progressing development of a new form of theatrical experience - A Concert Drama. This will be a live, re-orchestrated recital of re-worked tracks from the Radiohead album, *Hail to the Thief*, and contemporary performance of the play. Interest has been confirmed from the Royal Shakespeare Company and dates for the first public performances of the show in 2024/2025 are being confirmed.

The Group's interim report, covering the period from 1 January to 30 June, was published on 28 September 2023 and can be found [here](#).

Our next update will be published in the new year. If you have any questions or want to discuss any matters relating to ATC Group please contact adam@atcgroupplc.com or emma@atcmanagement.com



Adam Driscoll
CEO

About ATC Group

All Things Considered ('ATC') Group Plc is an independent music company housing talent management, live booking, livestreaming and talent services within the same group.

The Group is headquartered in London, with offices in Los Angeles, New York and Copenhagen. ATC Group Plc is led by an experienced management team who have operated across multiple music industry sectors.

The Group has an established, long-standing client base which, together with innovative new offerings, gives the Directors confidence that the company is well positioned to capitalise on the opportunities emerging from a disrupted music industry.

All industry income is ultimately derived from the activities of the artist and the move to being in business across all revenue categories with 'empowered creators' remains an industry trend. The Group's business units have been developed with the strategic goal of ensuring that the Group can be at the forefront of this evolution, with artists able to engage via specific services or to take a more integrated approach. We continue to focus on building out our offering with complementary services that provide strategic and commercial cross-sell opportunities for other Group businesses. We believe there is substantial opportunity to co-create, co-produce and deliver new IP via events and experiences, underpinned by our multi-service approach across key revenue strands.

The 'flywheel' outlined below is a pictorial representation of our business development strategy. We are fully aligned with our artist clients and aim to increase the commercial impact of artists that we represent alongside bringing new clients to the Group. Over time, these relationships will enable us to create content and build our direct-to-fan engagement model which will raise margins and generate increased recurring revenues. We expect, through this model, to deliver higher returns on invested capital over the medium term.

ATC Flywheel

