

From: Aviva Investors GSL

St Helen's , 1 Undershaft, London EC3P 3DQ

To: BBD Bidco Limited (the "Offeror")
20 Bentinck Street
London

25.6.2019

Dear Sirs

Proposed acquisition on behalf of the Offeror for the entire issued and to be issued share capital of BCA Marketplace plc (the "Company") by way of scheme of arrangement under Part 26 of the Companies Act 2006 (the "Acquisition")

We refer to the proposed Acquisition substantially on the terms and subject to the conditions set out in the attached draft press announcement.

We have discretionary control over 70,375,888 ordinary shares in the Company.

We confirm that it is our current intention to cast, or procure the casting of, all votes (whether on a show of hands or a poll and whether in person or by proxy) in respect of the Shares and any other ordinary shares in the Company of which we may hereafter become the registered owner, beneficial owner or in which we may become so interested at any court meeting, general meeting or class meeting in connection with the Acquisition to enable the Acquisition to become effective.

We confirm that we shall provide any information required to comply with Rule 17 of the City Code on Takeovers and Mergers (the "Code").

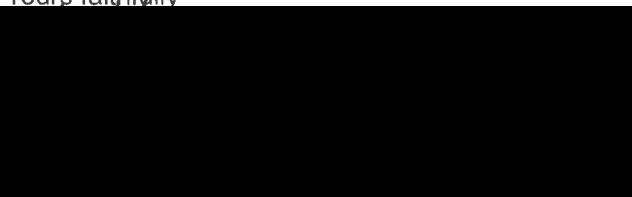
The above statement of intent is not legally binding and does not constitute an irrevocable undertaking. We may change our intent and terminate the above statement of intent at any time.

We acknowledge that we are obliged to make appropriate disclosure under Rule 2.10 of the Code no later than 12 noon on the business day after becoming aware that we will not be able to comply with the terms of this letter or no longer intend to do so.

Any disposal of any or all such Shares in which we are interested at the date of this letter shall not constitute either a change in our intent, nor a failure to comply with the terms of this letter, nor an intention no longer to comply with the terms of this letter.

We consent to: (a) the announcement of the Acquisition containing references to us and the particulars of this letter being set out in the formal document containing the Acquisition; and (b) this letter being published on a website as required by Rule 26.2 and Note 4 on Rule 21.2 of the Code.

Yours faithfully



For and on behalf of Aviva Investors GSL

