



The Directors
Partnership SPV1 Limited
Sea Containers
18 Upper Ground
London
United Kingdom
SE1 9GL

26 March 2024

Dear Ladies and Gentlemen,

Notice of resignation as auditors


In accordance with Section 516 of the Companies Act 2006 (the "Act"), we give notice that we are resigning as auditors of Partnership SPV1 Limited, registered number 09628977 and of the group companies listed in Appendix 1 with effect from 26 March 2024, which is before the end of our term of office.

We enclose our statement of reasons in accordance with Section 519 of the Act.

Yours faithfully,


PricewaterhouseCoopers LLP

Enclosure: Statement of Reasons connected with ceasing to hold office as Auditors

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PricewaterhouseCoopers LLP, 3 Forbury Place, 23 Forbury Road, Reading, Berkshire, RG1 3JH
T: +44 (0) 118 959 7111, F: +44 (0) 1189 383 020, www.pwc.co.uk

PricewaterhouseCoopers LLP is a limited liability partnership registered in England with registered number OC303525. The registered office of PricewaterhouseCoopers LLP is 1 Embankment Place, London WC2N 6RH. PricewaterhouseCoopers LLP is authorised and regulated by the Financial Conduct Authority for designated investment business.



Appendix 1

Advantage Sales & Marketing Limited, registered number 09208689

ASM Holdings Limited, registered number 09506335

Advantage Smollan Limited, registered number 09506907

ASMR Holdings Limited, registered number 09507118

Resource Experience Limited, registered number 03035364

Retail Active Limited, registered number 04101109

Powerforce Field Marketing and Retail Services Limited, registered number 06365928

Flixmedia Limited, registered number 05134871

Intermarketing Group Limited, registered number 07858676

Intermarketing Agency Limited, registered number 02244383



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26 March 2024

Dear Ladies and Gentlemen,

Statement of Reasons connected with ceasing to hold office as Auditors

In accordance with Section 519 of the Companies Act 2006 (the "Act"), we set out below the reasons connected with PricewaterhouseCoopers LLP, registered auditor number COO1004062, ceasing to hold office as auditors of Partnership SPV1 Limited, registered no: 09628977 (the "Company") and of the group companies listed in Appendix 1 effective from 26 March 2024.

The reason we are ceasing to hold office is that the Company was acquired and, as a result, the directors have decided to appoint the purchaser's auditor as auditor of the Company.

There are no reasons or other matters connected with our ceasing to hold office as auditors of the Company that we consider need to be brought to the attention of the Company's members or creditors.

Yours faithfully,


PricewaterhouseCoopers LLP

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