Elephant Capital plc

Transaction in Own Shares

Elephant Capital plc (the "Company") announces that on 14 September the Company purchased for cancellation 661,000 ordinary shares in the Company at a price per share of 35 pence. Following the purchase and cancellation of the above ordinary shares 47,739,411 ordinary shares will remain in issue. The Company holds no ordinary shares in Treasury.

The above figure 47,739,411 ordinary shares remaining in issue is the total number of voting rights in the Company and may be used by shareholders as the denominator for the calculation of their interest in the Company under the FSA's Disclosure and Transparency Rules.

Enquiries

For further information please contact:

Gaurav Burman Elephant Capital plc

+44 (0) 20 7389 1770

Nandita Sahgal / Tom Sheldon – Corporate Finance Richard Redmayne/ Leti McManus – Corporate Broking Seymour Pierce Limited

+44 (0) 20 7107 8000

Mark Edwards / Nicola Cronk Buchanan Communications

+44 (0) 20 7466 5000