XP Factory plc (AIM: XPF)

("XP Factory" or the "Company")

Director/PDMR Shareholding – The XP Factory plc Share Incentive Plan (the "SIP")

As previously announced on 5 February 2021, the SIP is a tax-advantaged all-employee share scheme under which eligible participating employees of XP Factory can elect to purchase ordinary shares of 1.25p each in the Company ("**Ordinary Shares**") via the SIP trustee using monthly salary deductions. Ordinary Shares acquired in this manner are referred to as "Partnership Shares" and, for each Partnership Share purchased, participants are awarded one further Ordinary Share, known as a "Matching Share", at nil cost.

On 12 June 2025, XP Factory received notification from Link Group, the trustee of the SIP, that, on 11 June 2025, it purchased an aggregate of 5,725 Partnership Shares in the market at a price of 13.1 pence per share on behalf of those Directors / PDMRs set out in the table below. At the same time, these individuals were also awarded (for no consideration) their corresponding Matching Shares.

	Number of	Number of Matching Shares	Total beneficial holding of Ordinary Shares following these acquisitions		
Director / PDMR	Partnership Shares acquired under the SIP on 11 June 2025	acquired under the SIP on 11 June 2025	No. of Ordinary Shares	Approximate % of Company's issued share capital	
Richard Harpham	1,145	1,145	959,432	0.55%	
Graham Bird	1,145	1,145	2,028,065	1.16%	
Andrew Jacobs	1,145	1,145	1,357,615	0.78%	
Sarah Lloyd-Baker	1,145	1,145	189,553	0.11%	
Joanne Briscoe	1,145	1,145	49,710	0.03%	

The following notifications are intended to satisfy the Company's obligations under Article 19(3) of EU Regulation No 596/2014 (the Market Abuse Regulation).

1	Details of the person o	discharging managerial responsibilities/person closely associated
a)	Name	Richard Harpham
	Reason for the notification	
2	Reason for the notification	ation

b)	Initial notification/ Amendment	Initial Notification	
3	Details of the issuer, or auction monitor	emission allowance market particip	pant, auction platform, auctioneer
a)	Name	XP Factory plc	
b)	LEI	213800CMIYV5Q38P2487	
4		ion(s): section to be repeated for (i) (iii) each date; and (iv) each place	
a)	Description of the financial instrument, type of instrument	Ordinary shares of 1.25 pence (" Shares ")	
	Identification code	GB00BDB79J29	
b)	Nature of the transaction	Shares purchased under the "Partnership Share" element of the Company's all-employee Share Incentive Plan.	
c)	Price(s) and volume(s)	Price(s) £0.131	Volume(s) 1,145
d)	Aggregated information — Aggregated volume	Not applicable	
	— Price		
e)			
e) f)	— Price		
	 Price Date of the transaction Place of the transaction Details of the transact 	11 June 2025	
f)	 Price Date of the transaction Place of the transaction Details of the transact type of transaction; 	11 June 2025 London Stock Exchange ion(s): section to be repeated for (i)	e where transactions have been
f) 4	 Price Date of the transaction Place of the transaction Details of the transact type of transaction; conducted Description of the financial instrument, 	11 June 2025 London Stock Exchange ion(s): section to be repeated for (i) (iii) each date; and (iv) each place	e where transactions have been

b)	Nature of the transaction	Shares awarded under the "Matching Share" element of the Company's all-employee Share Incentive Plan.	
c)	Price(s) and	Price(s)	Volume(s)
0)	volume(s)	£0.00	1,145
	Aggregated information		
d)	 Aggregated volume 	Not applicable	
	— Price		
e)	Date of the transaction	11 June 2025	
f)	Place of the transaction	London Stock Exchange	

1	Details of the person discharging managerial responsibilities/person closely associated	
a)	Name	Graham Bird
2	Reason for the notific	ation
a)	Position/status	Director, Chief Financial Officer
b)	Initial notification/ Amendment	Initial Notification
3	Details of the issuer, emission allowance market participant, auction platform, auctionee or auction monitor	
a)	Name	XP Factory plc
b)	LEI	213800CMIYV5Q38P2487
4		ion(s): section to be repeated for (i) each type of instrument; (ii) each (iii) each date; and (iv) each place where transactions have been
a)	Description of the financial instrument, type of instrument	Ordinary shares of 1.25 pence (" Shares ")
	Identification code	GB00BDB79J29

	1		
b)	Nature of the transaction	Shares purchased under the "Pa Company's all-employee Share Ince	
	Price(s) and	Price(s)	Volume(s)
c)	volume(s)	£0.131	1,145
d)	Aggregated information — Aggregated volume — Price	Not applicable	
e)	Date of the transaction	11 June 2025	
f)	Place of the transaction	London Stock Exchange	
4		ion(s): section to be repeated for (i) (iii) each date; and (iv) each plac	
a)	Description of the financial instrument, type of instrument	Ordinary shares of 1.25 pence (" Sh a	ares")
	Identification code	GB00BDB79J29	
b)	Nature of the transaction	Shares awarded under the "Matchin all-employee Share Incentive Plan.	g Share" element of the Company's
	Price(s) and	Price(s)	Volume(s)
c)	volume(s)	£0.00	1,145
d)	Aggregated information — Aggregated volume — Price	Not applicable	
e)	Date of the transaction	11 June 2025	
f)	Place of the transaction	London Stock Exchange	

1	Details of the person discharging managerial responsibilities/person closely associated			
a)	Name	Andrew Jacobs		
2	Reason for the notific	ation		
a)	Position/status	PDMR, COO		
b)	Initial notification/ Amendment	Initial Notification		
3	Details of the issuer, or auction monitor	emission allowance market particip	pant, auction platform, auctioneer	
a)	Name	XP Factory plc		
b)	LEI	213800CMIYV5Q38P2487		
4	Details of the transaction(s): section to be repeated for (i) each type of instrument; (ii) each type of transaction; (iii) each date; and (iv) each place where transactions have been conducted			
a) Description of the financial instrument, type of instrument		ares")		
	Identification code	GB00BDB79J29		
b)	Nature of the transaction	Shares purchased under the "Pa Company's all-employee Share Incer		
			Valume (a)	
c)	Price(s) and volume(s)	Price(s) £0.131	Volume(s) 1,145	
	Aggregated information			
d)	 Aggregated volume 	Not applicable		
	— Price			
e)	Date of the transaction	11 June 2025		
f)	Place of the transaction	London Stock Exchange		

4	Details of the transaction(s): section to be repeated for (i) each type of instrument; (ii) each type of transaction; (iii) each date; and (iv) each place where transactions have been conducted		
a)	Description of the financial instrument, type of instrument	Ordinary shares of 1.25 pence (" Shares ")	
	Identification code	GB00BDB79J29	
b)	Nature of the transaction	Shares awarded under the "Matching Share" element of the Company's all-employee Share Incentive Plan.	
	Price(s) and	Price(s)	Volume(s)
c) Price(s) and volume(s) £0.00			1,145
d)	Aggregated information — Aggregated volume — Price	Not applicable	
e)	Date of the transaction	11 June 2025	
f)	Place of the transaction	London Stock Exchange	

1	Details of the person discharging managerial responsibilities/person closely associated	
a)	Name	Sarah Lloyd-Baker
2	Reason for the notification	
a)	Position/status	PDMR, CMO
b)	Initial notification/ Amendment	Initial Notification
3	Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor	
a)	Name	XP Factory plc
b)	LEI	213800CMIYV5Q38P2487

4	Details of the transaction(s): section to be repeated for (i) each type of instrument; (ii) each type of transaction; (iii) each date; and (iv) each place where transactions have been conducted		
a)	Description of the financial instrument, type of instrument	Ordinary shares of 1.25 pence (" Shares ")	
_	Identification code	GB00BDB79J29	
b)	Nature of the transaction	Shares purchased under the "Partnership Share" element of the Company's all-employee Share Incentive Plan.	
	Price(s) and	Price(s)	Volume(s)
c)	volume(s)	£0.131	1,145
d)	Aggregated information — Aggregated volume — Price	Not applicable	
e)	Date of the transaction	11 June 2025	
f)	Place of the transaction	London Stock Exchange	
4		tion(s): section to be repeated for (i) each type of instrument; (ii) each (iii) each date; and (iv) each place where transactions have been	
a)	Description of the financial instrument, type of instrument	Ordinary shares of 1.25 pence (" Shares ")	
	Identification code	GB00BDB79J29	
b)	Nature of the transaction	Shares awarded under the "Matching Share" element of the Company's all-employee Share Incentive Plan.	
c)	Price(s) and	Price(s)	Volume(s)
c)	volume(s)	£0.00	1,145

	Aggregated information	
d)	 Aggregated volume 	Not applicable
_	— Price	
e)	Date of the transaction	11 June 2025
f)	Place of the transaction	London Stock Exchange

1	Details of the person of	discharging managerial responsibil	ities/person closely associated	
a)	Name	Joanne Briscoe		
2	Reason for the notific	ation	tion	
a)	Position/status	PDMR, Group General Counsel, Co	mpany Secretary	
b)	Initial notification/ Amendment	Initial Notification		
3	Details of the issuer, or auction monitor	emission allowance market particip	pant, auction platform, auctioneer	
a)	Name	XP Factory plc		
b)	LEI	213800CMIYV5Q38P2487		
4		action(s): section to be repeated for (i) each type of instrument; (ii) each ; (iii) each date; and (iv) each place where transactions have been		
a)	Description of the financial instrument, type of instrument	Ordinary shares of 1.25 pence (" Sh a	ares")	
	Identification code	GB00BDB79J29		
b)	Nature of the transaction	Shares purchased under the "Pa Company's all-employee Share Incer		
		Price(s)	Volume(s)	
c)	Price(s) and volume(s)	£0.131	1,145	
			.,,,,,,	

Aggregated information		
 Aggregated volume 	Not applicable	
— Price		
Date of the transaction	11 June 2025	
Place of the transaction	London Stock Exchange	
4 Details of the transaction(s): section to be repeated for (i) each type of instrument; (ii) each type of transaction; (iii) each date; and (iv) each place where transactions have been conducted		
Description of the financial instrument, type of instrument	Ordinary shares of 1.25 pence (" Shares ")	
Identification code	GB00BDB79J29	
Nature of the transaction	Shares awarded under the "Matching Share" element of the Company's all-employee Share Incentive Plan.	
c) Price(s) and volume(s)	Prico(s)	Volume(s)
		1,145
		.,
Aggregated information		
- Aggregated	Not applicable	
- Price		
Date of the transaction	11 June 2025	
Place of the transaction	London Stock Exchange	
	 information Aggregated volume Price Date of the transaction Place of the transaction Details of the transact type of transaction; conducted Description of the financial instrument, type of instrument Identification code Nature of the transaction Price(s) and volume(s) Aggregated information Aggregated volume Price Date of the transaction 	information Aggregated volume Not applicable — Price Not applicable Date of the transaction 11 June 2025 Place of the transaction(s): section to be repeated for (i) type of transaction; (iii) each date; and (iv) each place conducted Description of the financial instrument, type of instrument Ordinary shares of 1.25 pence ("Sh date; and instrument information code Nature of the transaction GB00BDB79J29 Nature of the transaction Shares awarded under the "Matchin all-employee Share Incentive Plan. Price(s) and volume(s) £0.00 Aggregated information Aggregated volume — Aggregated volume Not applicable — Price Not applicable

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