

16 July 2025

**XP Factory plc (AIM: XPF)**  
**(“XP Factory” or the “Company”)**

**Director/PDMR Shareholding – Long service awards**

In 2024 XP Factory implemented a group-wide Long Service award scheme (“Long Service Scheme”) through which employees who have been employed by the XP Factory Group for five years will receive a free share award equivalent to one week’s gross salary, capped at £1,800 (“Long Service Shares”). The awards will typically be made in the month in which the employee completes five years of service. The awards are made through the XP Factory plc Share Incentive Plan (the “SIP”) and are awarded from existing shares issued to the SIP trustees. The Long Service Scheme was implemented in June 2024 and the first awards were made on 18 June 2024. All Long Service Scheme awards have been allocated from the 600,000 shares admitted to trading on the 17<sup>th</sup> June 2024.

On 14/07/2025 XP Factory received notification that a Long Service Award has been allocated to those Directors / PDMRs set out in the table below for no consideration.

| Director / PDMR      | Number of Long Service Shares awarded | Total beneficial holding of Ordinary Shares following these acquisitions |   |
|----------------------|---------------------------------------|--|---|
|                      |                                       | No. of Ordinary Shares   | Approximate % of Company’s issued share capital |
| Joanne Briscoe Brown | 13,740                                | 63,450   | 0.04%   |

**Enquiries:**

**XP Factory Plc**

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|          |  |                      |
|----------|--|----------------------|
| <b>1</b> | <b>Details of the person discharging managerial responsibilities/person closely associated</b> |                      |
| a)       | Name   | Joanne Briscoe Brown |
| <b>2</b> | <b>Reason for the notification</b>   |                      |
| a)       | Position/status  | Company Secretary    |

| b)       | Initial notification/<br>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 (“ <b>Shares</b> ”)   |          |           |     |        |
|          | Identification code   | GB00BDB79J29  |          |           |     |        |
| b)       | Nature of the transaction   | Shares awarded under the Long Service award scheme for no consideration.                        |          |           |     |        |
| c)       | Price(s) and volume(s)  | <table><tr><th>Price(s)</th><th>Volume(s)</th></tr><tr><td>Nil</td><td>13,740</td></tr></table> | Price(s) | Volume(s) | Nil | 13,740 |
| Price(s) | Volume(s)   |   |          |           |     |        |
| Nil      | 13,740  |   |          |           |     |        |
| d)       | Aggregated information<br>— Aggregated volume<br>— Price  | Not applicable  |          |           |     |        |
| e)       | Date of the transaction   | 14 July 2025  |          |           |     |        |
| f)       | Place of the transaction  | London Stock Exchange   |          |           |     |        |

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