## 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 13 May 2025, XP Factory received notification from Link Group, the trustee of the SIP, that, on 12 May 2025, it purchased an aggregate of 5,605 Partnership Shares in the market at a price of 13.3791 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 Partnership	Number of Matching Shares	Total beneficial holding of Ordinary Shares following these acquisitions	
Director / PDMR			No. of Ordinary Shares	Approximate % of Company's issued share capital
Richard Harpham	1,121	1,121	957,142	0.55%
Graham Bird	1,121	1,121	2,025,775	1.16%
Andrew Jacobs	1,121	1,121	1,355,325	0.77%
Sarah Lloyd-Baker	1,121	1,121	187,243	0.11%
Joanne Briscoe	1,121	1,121	47,420	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 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	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)	
		£0.133791 1,121		
c)	volume(s)	-		
c)		-		
c) 	Aggregated information  — Aggregated volume	-		
d)	volume(s)  Aggregated information  — Aggregated volume  — Price	£0.133791  Not applicable		
	Aggregated information  — Aggregated volume	£0.133791  Not applicable		
d)	volume(s)  Aggregated information  — Aggregated volume  — Price	£0.133791  Not applicable		
d) e)	Aggregated information  — Aggregated volume  — Price  Date of the transaction  Place of the transaction  Details of the transact	£0.133791  Not applicable  12 May 2025	1,121  each type of instrument; (ii) each	
d) e) f)	Aggregated information  — Aggregated volume  — Price  Date of the transaction  Place of the transaction  Details of the transact type of transaction;	£0.133791  Not applicable  12 May 2025  London Stock Exchange  ion(s): section to be repeated for (i)	1,121  each type of instrument; (ii) each 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.		
,	Price(s) and	Price(s)	Volume(s)	
c)	volume(s)	£0.00 1,121		
	Aggregated information	Not applicable		
d)	<ul><li>Aggregated volume</li><li>Price</li></ul>			
e)	Date of the transaction	12 May 2025		
f)	Place of the transaction	London Stock Exchange		
1	Details of the person (	discharging managerial responsibi	lities/nerson closely associated	
	Details of the person (			
a)	Name	Graham Bird		
2	Reason for the notification			
a)	Position/status	Director, Chief Financial Officer		
b)	Initial notification/ Amendment	Initial Notification		
3	Details of the issuer, or auction monitor	emission allowance market partici	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	Ordinary shares of 1.25 pence (" <b>S</b> h	nares")	
	Identification code	GB00BDB79J29		

	Nature of the transaction	Shares purchased under the "Pa Company's all-employee Share Ince	
c)	Price(s) and	Price(s)	Volume(s)
C)	volume(s)	£0.133791	1,121
	Aggregated information		
d) — Aggregated volume — Price		Not applicable	
e)	Date of the transaction	12 May 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	
	Description of the financial instrument,	Ordinary shares of 1.25 pence (" <b>Sh</b>	ares")
a)	type of instrument		
a)	Identification code	GB00BDB79J29	
a) b)		GB00BDB79J29  Shares awarded under the "Matchin all-employee Share Incentive Plan.	ng Share" element of the Comp
b)	Identification code  Nature of the transaction	Shares awarded under the "Matchin	ng Share" element of the Comp
	Identification code  Nature of the	Shares awarded under the "Matchin all-employee Share Incentive Plan.	
b)	Identification code  Nature of the transaction  Price(s) and	Shares awarded under the "Matchin all-employee Share Incentive Plan.  Price(s)	Volume(s)
b)	Identification code  Nature of the transaction  Price(s) and volume(s)  Aggregated information  — Aggregated volume	Shares awarded under the "Matchin all-employee Share Incentive Plan.  Price(s)	Volume(s)
b)	Identification code  Nature of the transaction  Price(s) and volume(s)  Aggregated information  — Aggregated	Shares awarded under the "Matchin all-employee Share Incentive Plan.  Price(s) £0.00	Volume(s)

1	Details of the person discharging managerial responsibilities/person closely associated			
a)	Name	Andrew Jacobs		
2	Reason for the notification	ation		
a)	Position/status	PDMR, COO		
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		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 (" <b>Sh</b> a	ares")	
	Identification code	GB00BDB79J29		
b)	Nature of the transaction	Shares purchased under the "Pa Company's all-employee Share Incer		
		- Delay (a)	Walana (a)	
c)	Price(s) and volume(s)	Price(s) £0.133791	<b>Volume(s)</b> 1,121	
	Aggregated information			
d)	Aggregated volume	Not applicable		
	— Price			
e)	Date of the transaction	12 May 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	ent, Ordinary shares of 1.25 pence (" <b>Shares</b> ") nt	
	Identification code		
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)	volume(s)	£0.00	1,121
d)	Aggregated information  — Aggregated volume  — Price	Not applicable	
e)	Date of the transaction	12 May 2025	
f)	Place of the transaction	London Stock Exchange	
1	Details of the person of	discharging managerial responsibil	ities/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, or auction monitor	emission allowance market particip	pant, auction platform, auctioneer
a)	Name	XP Factory plc	
b)	LEI	213800CMIYV5Q38P2487	
		<del></del>	

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> ")  GB00BDB79J29	
	Identification code		
b)	Nature of the transaction	Shares purchased under the "Partnership Share" element of the Company's all-employee Share Incentive Plan.	
	Drice(s) and	Price(s)	Volume(s)
c)	Price(s) and volume(s)	£0.133791	1,121
d)	Aggregated information  — Aggregated volume  — Price	Not applicable	
e)	Date of the transaction	12 May 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 (" <b>Shares</b> ")	
	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)	volume(s)	£0.00	1,121

d)	Aggregated information  — Aggregated volume  — Price	Not applicable		
e)	Date of the transaction	12 May 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 notification			
a)	Position/status	PDMR, Group General Counsel, Company Secretary		
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.		
		Dulas (a)	Walnut (-)	
c)	Price(s) and volume(s)	Price(s)	Volume(s)	
_		£0.133791 1,121		

	Aggregated information			
d)	<ul><li>Aggregated volume</li></ul>	Not applicable		
	— Price			
e)	Date of the transaction	12 May 2025		
f)	Place of the transaction	London Stock Exchange		
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 (" <b>Shares</b> ")  GB00BDB79J29		
	Identification code			
b)	Nature of the transaction	Shares awarded under the "Matching Share" element of the Company's all-employee Share Incentive Plan.		
۵)	Price(s) and	Price(s)	Volume(s)	
c)	volume(s)	£0.00	1,121	
	Aggregated information			
d)	Aggregated volume	Not applicable		
	— Price			
e)	Date of the transaction	12 May 2025		
f)	Place of the transaction	London Stock Exchange		

## **Enquiries:**

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