

23 January 2023

Everyman Media Group PLC

("Everyman" or the "Company")

#### **Director/PDMR Shareholding**

On 8<sup>th</sup> April 2021, the Company announced that Alex Scrimgeour, Chief Executive Officer of Everyman, had been issued 2,000,000 A ordinary shares ("Growth Shares") in a subsidiary company, Everyman Media Holdings Ltd. The Growth Shares could be exchanged for new ordinary shares in Everyman Media Group PLC in the future, subject to meeting certain vesting conditions and share price performance criteria.

The Remuneration Committee of the Company has concluded that the share price performance condition attached to the Growth Shares was no longer appropriate. On 23<sup>d</sup> January 2023, the Remuneration Committee amended the terms of the Growth Shares so that they can only vest if certain financial performance targets are met over the two years ending 2<sup>nd</sup> January 2025. To the extent that the vesting conditions and financial performance targets are met, the Growth Shares in Everyman Media Holdings Limited will entitle Mr Scrimgeour to receive an amount equivalent to the market value of an ordinary share in the Company less 86.0p, being the closing share price of the Company on 20<sup>th</sup> January 2023.

All other terms and conditions relating to the Growth Shares remain unchanged from those disclosed in the announcement released by the Company on 8<sup>th</sup> April 2021.

#### **For further information, please contact:**

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Notification of a Transaction pursuant to Article 19(1) of the EU Market Abuse Regulation (EU) No. 596/2014 as it forms part of domestic law by virtue of the European Union (Withdrawal) Act 2018.		
<b>1 Details of the person discharging managerial responsibilities/person closely associated</b>		
a.	Name	Mr Alex Scrimgeour
<b>2 Reason for notification</b>		
a.	Position/Status	Chief Executive Officer
b.	Initial notification/ Amendment	Amendment

3	Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor		
a.	Name	Everyman Media Group plc	
b.	LEI	213800XIF4R73HAM8S36	
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  Identification Code	Growth shares which can be converted into Ordinary Shares of 10 pence each  GB00BFH55S51	
b.	Nature of the transaction	Amendment to terms of existing growth shares	
c.	Price(s) and volume(s)	Price(s)	Volume(s)
		86.0p	2,000,000
d.	Aggregated information  - Aggregated Volume  - Price	Not applicable - single transaction	
e.	Date of the transaction	23 January 2023	
f.	Place of the transaction	Outside a trading venue	

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