

28 March 2023

Literacy Capital plc ("Literacy" or the "Company")

PDMR Dealing Announcement

The Company announces that on 27 March 2023, Jesse Portner, Miral Patel, Olly Cox and Thomas Vernon, who are all PDMRs and LLP Members of the Investment Manager, were issued warrants to subscribe for Ordinary Shares of £0.001 each in the Company ("**Ordinary Shares**") as set out below.

The notification below, made in accordance with the requirements of the UK version of Regulation (EU) No 596/2014 of the European Parliament and of the Council of 16 April 2014 on market abuse (market abuse regulation) and repealing Directive 2003/6/EC of the European Parliament and of the Council and Commission Directives 2003/124/EC, 2003/125/EC and 2004/72/EC, which is part of UK law by virtue of the European Union (Withdrawal) Act 2018, as amended, provides further detail.

Notification and public disclosure of transactions by persons discharging managerial responsibilities and persons closely associated with them

1.	Details of the person discharging managerial responsibilities / person closely associated		
a)	Name	Jesse Portner	
2.	Reason for the notification		
a)	Position/status	PDMR, LLP Member of the Investment Manager	
b)	Initial notification / Amendment	Initial notification	
3.	Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor		
a)	Name	Literacy Capital plc	
b)	LEI	2549006P3DFN5HLFGR54	
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	Ordinary Shares ISIN: GB00BMF1L080	
b)	Nature of the transaction	Jesse Portner has been issued with 75,000 warrants that have an exercise price of £4.362 and are exercisable, subject to certain conditions as described in the prospectus issued by the company, from 27 March 2026.	
c)	Price(s) and volume(s)	Price (s)	Volume (s)
		£4.362	75,000
d)	Aggregate information - Aggregate volume - Total Exercise Price	75,000 warrants in aggregate £327,150	
e)	Date of the transaction	27/03/2023	

f)	Place of the transaction	London Stock Exchange
g)	Additional information	NA

1.	Details of the person discharging managerial responsibilities / person closely associated		
a)	Name	Miral Patel	
2.	Reason for the notification		
a)	Position/status	PDMR, LLP Member of the Investment Manager	
b)	Initial notification / Amendment	Initial notification	
3.	Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor		
a)	Name	Literacy Capital plc	
b)	LEI	2549006P3DFN5HLFGR54	
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	Ordinary Shares ISIN: GB00BMF1L080	
b)	Nature of the transaction	Miral Patel has been issued with 50,000 warrants that have an exercise price of £4.362 and are exercisable, subject to certain conditions as described in the prospectus issued by the company, from 27 March 2026.	
c)	Price(s) and volume(s)	Price (s)	Volume (s)
		£4.362	50,000
d)	Aggregate information - Aggregate volume - Total Exercise Price	50,000 warrants in aggregate £218,100	
e)	Date of the transaction	27/03/2023	
f)	Place of the transaction	London Stock Exchange	
g)	Additional information	NA	

1.	Details of the person discharging managerial responsibilities / person closely associated	
a)	Name	Olly Cox
2.	Reason for the notification	
a)	Position/status	PDMR, LLP Member of the Investment Manager
b)	Initial notification / Amendment	Initial notification
3.	Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor	
a)	Name	Literacy Capital plc
b)	LEI	2549006P3DFN5HLFGR54

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	Ordinary Shares ISIN: GB00BMF1L080	
b)	Nature of the transaction	Olly Cox has been issued with 50,000 warrants that have an exercise price of £4.362 and are exercisable, subject to certain conditions as described in the prospectus issued by the company, from 27 March 2026.	
c)	Price(s) and volume(s)	Price (s) £4.362	Volume (s) 50,000
d)	Aggregate information - Aggregate volume - Total Exercise Price	50,000 warrants in aggregate £218,100	
e)	Date of the transaction	27/03/2023	
f)	Place of the transaction	London Stock Exchange	
g)	Additional information	NA	

1.	Details of the person discharging managerial responsibilities / person closely associated		
a)	Name	Thomas Vernon	
2.	Reason for the notification		
a)	Position/status	PDMR, LLP Member of the Investment Manager	
b)	Initial notification / Amendment	Initial notification	
3.	Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor		
a)	Name	Literacy Capital plc	
b)	LEI	2549006P3DFN5HLFGR54	
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	Ordinary Shares ISIN: GB00BMF1L080	
b)	Nature of the transaction	Thomas Vernon has been issued with 25,000 warrants that have an exercise price of £4.362 and are exercisable, subject to certain conditions as described in the prospectus issued by the company, from 27 March 2026.	
c)	Price(s) and volume(s)	Price (s) £4.362	Volume (s) 25,000
d)	Aggregate information - Aggregate volume - Total Exercise Price	25,000 warrants in aggregate £109,050	

e)	Date of the transaction	27/03/2023
f)	Place of the transaction	London Stock Exchange
g)	Additional information	NA

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For further information, please contact:

Literacy Capital plc / Literacy Capital Asset Management LLP:

Richard Pindar / Tom Vernon

+44 (0) 20 3960 0280

Singer Capital Markets Securities Limited:

Robert Peel

+44 (0) 20 7496 3000

LEI: 2549006P3DFN5HLFGR54

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