RNS Number: 1846W XP Factory PLC 14 April 2023

14 April 2023

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 April 2023, XP Factory received notification from Link Group, the trustee of the SIP, that, on 11 April 2023, it purchased an aggregate of 2,964 Partnership Shares in the market at a price of 20.25 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	Total beneficial ho Shares following the	
Director / PDMR	Partnership Shares acquired under the SIP on 11 April 2023	Matching Shares acquired under the SIP on 11 April 2023	No. of Ordinary Shares	Approximate % of Company's issued share capital
Richard Harpham	741	741	893,465	0.59%
Graham Bird	741	741	1,909,395	1.27%
Andrew Jacobs	741	741	881,118	0.58%
Sarah Lloyd-Baker	741	741	123,566	0.08%

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).

	ans of the person d	ischarging managerial responsibilities/person closely associated
a) Nan	me	Richard Harpham

2 Reason for the notification

a) Ir no A	or auction monitor Name LEI Details of the transacti	Initial Notification Pemission allowance market participation AP Factory plc 213800CMIYV5Q38P2487 Ion(s): section to be repeated for (initial) each date; and (iv) each place Ordinary shares of 1.25 pence ("Shares purchased under the "Pempany's all-employee Share Incertion Price(s) £0.2025 Not applicable) each type of instrument; (ii) each be where transactions have been ares")
b)	Amendment Details of the issuer, error auction monitor Name Lel Details of the transaction; (is conducted) Description of the inancial instrument, type of instrument dentification code Nature of the transaction; of the inancial instrument dentification code Nature of the transaction; (is conducted) Price(s) and volume(s) Aggregated information Aggregated volume	AP Factory plc 213800CMIYV5Q38P2487 ion(s): section to be repeated for (iiii) each date; and (iv) each place Ordinary shares of 1.25 pence ("Shares purchased under the "P Company's all-employee Share Incer Price(s) £0.2025	each type of instrument; (ii) each be where transactions have been ares") artnership Share" element of the tive Plan.
a) N b) L 4 ty c b) N tr c) P d) A ir - e) D find -	Details of the transaction; (iconducted Description of the inancial instrument, type of instrument dentification code Nature of the transaction; (iconducted) Price(s) and volume(s) Aggregated information Aggregated volume	XP Factory plc 213800CMIYV5Q38P2487 ion(s): section to be repeated for (iii) each date; and (iv) each place Ordinary shares of 1.25 pence ("Shares purchased under the "P Company's all-employee Share Incer Price(s) £0.2025	each type of instrument; (ii) each be where transactions have been ares") artnership Share" element of the tive Plan.
b) L 4	Details of the transactions of transactions of transactions; (iconducted) Description of the inancial instrument, the inancial instrument of the inancial instrument of the inancial instrument. Description of the inancial instrument of instrument of instrument of the inancial instrument of	213800CMIYV5Q38P2487 ion(s): section to be repeated for (i iii) each date; and (iv) each place Ordinary shares of 1.25 pence ("Shares purchased under the "P Company's all-employee Share Incer Price(s) £0.2025	artnership Share" element of the tive Plan.
4	Details of the transaction; (inconducted) Description of the inancial instrument, type of instrument instrument in dentification code Nature of the transaction Price(s) and volume(s) Aggregated information Aggregated volume	ion(s): section to be repeated for (iii) each date; and (iv) each place Ordinary shares of 1.25 pence ("Shares purchased under the "P Company's all-employee Share Incer Price(s) £0.2025	artnership Share" element of the tive Plan.
4 ty c Diffit ty loo loo loo loo loo loo loo loo loo lo	Aggregated nformation Aggregated volume Aggregated volume Aggregated volume Aggregated volume Aggregated volume Aggregated volume	Ordinary shares of 1.25 pence ("Shares purchased under the "P Company's all-employee Share Incer Price(s) £0.2025	artnership Share" element of the tive Plan.
a) find ty look of the ty look of ty look of ty look of the ty look of ty look of the ty look	inancial instrument, type of instrument dentification code Nature of the transaction Price(s) and volume(s) Aggregated information Aggregated volume	GB00BDB79J29 Shares purchased under the "P Company's all-employee Share Incer Price(s) £0.2025	artnership Share" element of the tive Plan. Volume(s)
b) Ntr c) P d) - f) P 4 ty c	Nature of the ransaction Price(s) and volume(s) Aggregated nformation Aggregated volume	Shares purchased under the "P Company's all-employee Share Incer Price(s) £0.2025	volume(s)
c) P A iir e) D f) P	Price(s) and volume(s) Aggregated information Aggregated volume	Company's all-employee Share Incer Price(s) £0.2025	Volume(s)
d)	Aggregated nformation - Aggregated volume	£0.2025	
d)	Aggregated nformation - Aggregated volume		741
e) D f) P f) D finitial	nformation - Aggregated volume	Not applicable	
f) P			
4 ty	Date of the transaction	11 April 2023	
4 ty	Place of the transaction	London Stock Exchange	
fii		ion(s): section to be repeated for (iii) each date; and (iv) each place	
	Description of the inancial instrument, ype of instrument	Ordinary shares of 1.25 pence ("Sha	ares")
lc	dentification code	GB00BDB79J29	
	Nature of the ransaction	Shares awarded under the "Matching Share" element of the Company's all-employee Share Incentive Plan.	
		Price(s)	Volume(s)
c) P	Price(s) and volume(s)	£0.00	741
d) ir	Aggregated nformation - Aggregated volume	Not applicable	
e) D	- Price		
, ,	Price Date of the transaction	11 April 2023	

Place of the transaction| London Stock Exchange

d)	Aggregated information - Aggregated volume - Price	Not applicable	
e)	Date of the transaction	11 April 2023	
f)	Place of the transaction	London Stock Exchange	
	I		
1	Details of the person of	discharging managerial responsibil	lities/person closely associated
a)	Name	Andrew Jacobs	
2	Reason for the notifica	ation	
a)	Position/status	PDMR, COO	
b)	Initial notification/ Amendment	Initial Notification	
3	Details of the issuer, or auction monitor	emission allowance market partici	pant, auction platform, auctioned
a)	Name	XP Factory plc	
b)	LEI	213800CMIYV5Q38P2487	
4		ion(s): section to be repeated for (iii) each date; and (iv) each plac	
4 a)	type of transaction; (ce where transactions have been
	type of transaction; (conducted Description of the financial instrument,	iii) each date; and (iv) each plac	ce where transactions have been
	type of transaction; (conducted Description of the financial instrument, type of instrument	Ordinary shares of 1.25 pence ("Sha	ares")
a)	type of transaction; (conducted Description of the financial instrument, type of instrument Identification code Nature of the	Ordinary shares of 1.25 pence ("Shares purchased under the "P Company's all-employee Share Incer	ares") Partnership Share" element of the
a)	type of transaction; (conducted Description of the financial instrument, type of instrument Identification code Nature of the	Ordinary shares of 1.25 pence ("Shares purchased under the "P	ares")
a) b)	type of transaction; (conducted Description of the financial instrument, type of instrument Identification code Nature of the transaction	Ordinary shares of 1.25 pence ("Shares purchased under the "P Company's all-employee Share Incer	ares") Partnership Share" element of the hive Plan. Volume(s)
a) b)	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	Ordinary shares of 1.25 pence ("Shares purchased under the "P Company's all-employee Share Incer Price(s)	e where transactions have been ares") Partnership Share" element of the ntive Plan. Volume(s)
a) b) c)	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	Ordinary shares of 1.25 pence ("Shares purchased under the "P Company's all-employee Share Incer Price(s) £0.2025 Not applicable	ares") Partnership Share" element of the hive Plan. Volume(s)
a) b) c)	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 Place of the transaction Details of the transaction	Ordinary shares of 1.25 pence ("Shares purchased under the "P Company's all-employee Share Incer Price(s) £0.2025 Not applicable	ares") Partnership Share" element of the trive Plan. Volume(s) 741

	Identification code	GB00BDB79J29		
b)	Nature of the transaction	Shares awarded under the "Matchir all-employee Share Incentive Plan.	ng Share" element of the Company's	
		Price(s)	Volume(s)	
c)	Price(s) and volume(s)	£0.00	741	
d)	Aggregated information - Aggregated volume - Price	Not applicable		
e)	Date of the transaction	11 April 2023		
f)	Place of the transaction	London Stock Exchange		
		L		
1	Details of the person of	discharging managerial responsibil	ities/person closely associated	
a)	Name	Sarah Lloyd-Baker		
2	Reason for the notifica	fication		
a)	Position/status	PDMR, CMO		
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) each type of instrument; (ii) each ce where transactions have been	
a)	Description of the financial instrument, type of instrument	Ordinary shares of 1.25 pence ("Sha	ares")	
	Identification code	GB00BDB79J29		
b)	Nature of the transaction	Shares purchased under the "P Company's all-employee Share Incer		
c)	Price(s) and volume(s)	Price(s)	Volume(s)	
	(*)	£0.2025	741	
d)	Aggregated information - Aggregated volume - Price	Not applicable		
e)	Date of the transaction	11 April 2023		
	I	<u> </u>		

f)	Place of the transaction	London Stock Exchange	
4			each type of instrument; (ii) each where transactions have been
a)	Description of the financial instrument, type of instrument	Ordinary shares of 1.25 pence ("Sha	ires")
	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)	Volume(s)
c)	Price(s) and volume(s)	Price(s) £0.00	Volume(s) 741
c) d)	Price(s) and volume(s) Aggregated information - Aggregated volume - Price	``,	
	Aggregated information - Aggregated volume	£0.00	

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