

Digitalbox plc
("Digitalbox" or the "Company")

Issue of Share Options
Director/PDMR Shareholding

Digitalbox plc (AIM: DBOX), the mobile-first digital media business, announces that on 6 April 2023 it granted options over up to 1,504,441 ordinary shares of £0.01 in the Company ("Ordinary Shares") to each of James Carter, Chief Executive Officer of the Company, and to Jim Douglas, Chief Operating Officer of the Company, at a strike price of 7.88p, this being the published closing price on the evening before the date of the grant ("Options"). In aggregate, therefore, the Company granted options over 3,008,882 Ordinary Shares.

The Options were issued pursuant to the Company's EMI Option Scheme. They were issued in accordance with a staff incentive plan approved by the Remuneration Committee, in accordance with the Company's constitution, and are exercisable after three years. The plan is within the Enterprise Management Incentive rules laid down by HMRC.

James Carter has a current shareholding of 10,908,078 Ordinary Shares which represents 9.3% of the current issued share capital of the Company (117,923,393 Ordinary Shares). Following the issue of the Options James Carter holds options over up to 2,186,393 Ordinary Shares in the Company.

Jim Douglas has a current shareholding of 10,908,078 Ordinary Shares which represents 9.3% of the current issued share capital of the Company (117,923,393 Ordinary Shares). Following the issue of the Options Jim Douglas holds options over up to 2,186,393 Ordinary Shares in the Company.

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	James Carter
2	Reason for the notification	
a)	Position/status	Chief Executive Officer
b)	Initial notification /Amendment	Initial notification
3	Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor	
a)	Name	Digitalbox plc
b)	LEI	213800SZMUM1M5ROGI69
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	Options to acquire ordinary shares of £0.01 each
	Identification code	GB00BJK9H642

b)	Nature of the transaction	Granting of options over Ordinary Shares				
c)	Price(s) and volume(s)	<table><tr><td>Price(s)</td><td>Volume(s)</td></tr><tr><td>£0.0788</td><td>1,504,441</td></tr></table>	Price(s)	Volume(s)	£0.0788	1,504,441
Price(s)	Volume(s)					
£0.0788	1,504,441					
d)	Aggregated information - Aggregated volume - Price	1,504,441 options over Ordinary Shares £0.0788 per Ordinary Share				
e)	Date of the transaction	6 April 2023				
f)	Place of the transaction	Outside a trading venue				

1	Details of the person discharging managerial responsibilities / person closely associated					
a)	Name	Jim Douglas				
2	Reason for the notification					
a)	Position/status	Chief Operating Officer				
b)	Initial notification /Amendment	Initial notification				
3	Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor					
a)	Name	Digitalbox plc				
b)	LEI	213800SZMUM1M5ROGI69				
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					
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This announcement contains information which, prior to its disclosure, was considered inside information for the purposes of the UK Market Abuse Regulation and the Directors of the Company are responsible for the release of this announcement.

Enquiries:

Digitalbox
James Carter, CEO

c/o SEC Newgate

Panmure Gordon (Nominated Adviser, Financial Adviser & Joint Broker)
James Sinclair-Ford / Ivo Macdonald (Corporate Advisory)
Rupert Dearden (Corporate Broking)

Tel: 020 7886 2500

Leander Capital Partners (Joint Broker)
Alex Davies

Tel: 07786150915

SEC Newgate (Financial PR)
Robin Tozer / Molly Gretton / Max Richardson

Tel: 07540 106 366
digitalbox@secnewgate.co.uk

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