

12 May 2023



XLMedia PLC
 ("XLMedia" or the "Company")

Grant of Share Awards

XLMedia (AIM: XLM), a leading global digital media company, announces that on 11 May 2023 it granted share awards over a total of 6,850,000 ordinary shares in the Company ("Shares") under the XLMedia 2020 Global Share Incentive Plan (the "Awards").

The Awards were granted to a director and persons discharging managerial responsibilities ("PDMR") and are summarised below:

Employee	Role	Award Type	Number of Shares subject to the Award
David King	Chief Executive Officer	PSU Award	1,700,000
Caroline Ackroyd	Chief Financial Officer	PSU Award	1,250,000
Elizabeth Carter	Chief Marketing Officer	PSU Award	800,000
Kevin Duffey	President of North America Sports	PSU Award	1,000,000
Nigel Leigh	Chief Information Officer	PSU Award	800,000
Karen Tyrrell	Chief People and Operations Officer	PSU Award	1,000,000
Peter McCall	Company Secretary and General Counsel	PSU Award	300,000

The Awards are contingent rights to acquire Shares as part of a share incentive scheme for no consideration with the purpose of encouraging the retention of key talent. The Awards are subject to a three-year performance period, with vesting subject to the achievement of two conditions: (a) performance measured by reference to total shareholder return over the performance period as compared to the constituents of the FTSE AIM 100 index, and (b) performance measured by reference to targets for the Company's adjusted Share price at the end of the three-year period. The awards to David King and Caroline Ackroyd are additionally subject to a two-year holding period following the date of vesting.

The notifications below, made in accordance with the requirements of the UK Market Abuse Regulation, provide further details.

1	Details of the person discharging managerial responsibilities / person closely associated	
a)	Name	David King
2	Reason for the notification	
a)	Position/status	Chief Executive Officer
b)	Initial notification /Amendment	Initial
3	Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor	
a)	Name	XLMedia PLC
b)	LEI	2138008U4S6FBDHGWY81
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	Contingent share awards over ordinary shares of USD0.000001 each in XLMedia PLC under the XLMedia 2020 Global Share Incentive Plan
	Identification code	ISIN of ordinary shares: JE00BH6XDL31
b)	Nature of the transaction	Grant of contingent share awards

c)	Price(s) and volume(s)	1,700,000 at a nil price per share
d)	Aggregated information - Aggregated volume - Price	N/A single transaction
e)	Date of the transaction	11 May 2023
f)	Place of the transaction	Outside a trading venue

1	Details of the person discharging managerial responsibilities / person closely associated	
a)	Name	Caroline Ackroyd
2	Reason for the notification	
a)	Position/status	Chief Financial Officer
b)	Initial notification /Amendment	Initial
3	Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor	
a)	Name	XLMedia PLC
b)	LEI	2138008U4S6FBDHGWY81
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	Contingent share awards over ordinary shares of USD0.000001 each in XLMedia PLC under the XLMedia 2020 Global Share Incentive Plan ISIN of ordinary shares: JE00BH6XDL31
b)	Nature of the transaction	Grant of contingent share awards
c)	Price(s) and volume(s)	1,250,000 at a nil price per share
d)	Aggregated information - Aggregated volume - Price	N/A single transaction
e)	Date of the transaction	11 May 2023
f)	Place of the transaction	Outside a trading venue

1	Details of the person discharging managerial responsibilities / person closely associated	
a)	Name	Elizabeth Carter
2	Reason for the notification	
a)	Position/status	PDMR: Chief Marketing Officer
b)	Initial notification /Amendment	Initial
3	Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor	
a)	Name	XLMedia PLC
b)	LEI	2138008U4S6FBDHGWY81
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	Contingent share awards over ordinary shares of USD0.000001 each in XLMedia PLC under the XLMedia 2020 Global Share Incentive Plan ISIN of ordinary shares: IE00BH6XDL31

	Transaction code	Form of ordinary shares: JE00BH6XDL31
b)	Nature of the transaction	Grant of contingent share awards
c)	Price(s) and volume(s)	800,000 at a nil price per share
d)	Aggregated information - Aggregated volume - Price	N/A single transaction
e)	Date of the transaction	11 May 2023
f)	Place of the transaction	Outside a trading venue

1	Details of the person discharging managerial responsibilities / person closely associated	
a)	Name	Kevin Duffey
2	Reason for the notification	
a)	Position/status	PDMR: President North America Sports
b)	Initial notification /Amendment	Initial
3	Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor	
a)	Name	XLMedia PLC
b)	LEI	2138008U4S6FBDHGWY81
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	Contingent share awards over ordinary shares of USD0.000001 each in XLMedia PLC under the XLMedia 2020 Global Share Incentive Plan ISIN of ordinary shares: JE00BH6XDL31
b)	Nature of the transaction	Grant of contingent share awards
c)	Price(s) and volume(s)	1,000,000 at a nil price per share
d)	Aggregated information - Aggregated volume - Price	N/A single transaction
e)	Date of the transaction	11 May 2023
f)	Place of the transaction	Outside a trading venue

1	Details of the person discharging managerial responsibilities / person closely associated	
a)	Name	Nigel Leigh
2	Reason for the notification	
a)	Position/status	PDMR: Chief Information Officer
b)	Initial notification /Amendment	Initial
3	Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor	
a)	Name	XLMedia PLC
b)	LEI	2138008U4S6FBDHGWY81
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	Contingent share awards over ordinary shares of USD0.000001 each in XLMedia PLC under the XLMedia 2020

	instrument	Global Share Incentive Plan
	Identification code	ISIN of ordinary shares: JE00BH6XDL31
b)	Nature of the transaction	Grant of contingent share awards
c)	Price(s) and volume(s)	800,000 at a nil price per share
d)	Aggregated information - Aggregated volume - Price	N/A single transaction
e)	Date of the transaction	11 May 2023
f)	Place of the transaction	Outside a trading venue

1	Details of the person discharging managerial responsibilities / person closely associated	
a)	Name	Karen Tyrrell
2	Reason for the notification	
a)	Position/status	PDMR: Chief People and Operations Officer
b)	Initial notification /Amendment	Initial
3	Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor	
a)	Name	XLMedia PLC
b)	LEI	2138008U4S6FBDHGWY81
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	Contingent share awards over ordinary shares of USD0.000001 each in XLMedia PLC under the XLMedia 2020 Global Share Incentive Plan ISIN of ordinary shares: JE00BH6XDL31
b)	Nature of the transaction	Grant of contingent share awards
c)	Price(s) and volume(s)	1,000,000 at a nil price per share
d)	Aggregated information - Aggregated volume - Price	N/A single transaction
e)	Date of the transaction	11 May 2023
f)	Place of the transaction	Outside a trading venue

1	Details of the person discharging managerial responsibilities / person closely associated	
a)	Name	Peter McCall
2	Reason for the notification	
a)	Position/status	PDMR: Company Secretary and General Counsel
b)	Initial notification /Amendment	Initial
3	Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor	
a)	Name	XLMedia PLC
b)	LEI	2138008U4S6FBDHGWY81
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	Contingent share awards over ordinary shares of USD0.000001 each in XLMedia PLC under the XLMedia 2020

	Instrument, type of instrument Identification code	of 0.00000001 each in XLMedia PLC under the XLMedia 2020 Global Share Incentive Plan ISIN of ordinary shares: JE00BH6XDL31
b)	Nature of the transaction	Grant of contingent share awards
c)	Price(s) and volume(s)	300,000 at a nil price per share
d)	Aggregated information - Aggregated volume - Price	N/A single transaction
e)	Date of the transaction	11 May 2023
f)	Place of the transaction	Outside a trading venue

For further information, please contact:

XLMedia plc

David King, Chief Executive Officer
Caroline Ackroyd, Chief Financial Officer
www.xlmedia.com

ir@xlmedia.com
via Vigo Consulting

Vigo Consulting

Jeremy Garcia / Fiona Hetherington / Kendall Hill
www.vigoconsulting.com

Tel: 020 7390 0233

Cenkos Securities plc (Nomad and Broker)

Giles Balleny / Max Gould
www.cenkos.com

Tel: 020 7397 8900

About XLMedia:

XLMedia (AIM: XLM) is a leading global digital media company that creates compelling content for highly engaged audiences and connects them to relevant advertisers.

The Group manages a portfolio of premium brands with a primary emphasis on Sports and Gaming in regulated markets. XLMedia brands are designed to reach passionate people with the right content at the right time.

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