

15 May 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 12 May 2023, XP Factory received notification from Link Group, the trustee of the SIP, that, on 11 May 2023, it purchased an aggregate of 3,396 Partnership Shares in the market at a price of 17.666 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.

Director / PDMR	Number of Partnership Shares acquired under the SIP on 11 May 2023	Number of Matching Shares acquired under the SIP on 11 May 2023	Total beneficial holding of Ordinary Shares following these acquisitions	
			No. of Ordinary Shares	Approximate % of Company's issued share capital
Richard Harpham	849	849	895,163	0.59%
Graham Bird	849	849	1,911,093	1.27%
Andrew Jacobs	849	849	882,816	0.59%
Sarah Lloyd-Baker	849	849	125,264	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).

1	Details of the person discharging managerial responsibilities/person closely associated	
a)	Name	Richard Harpham
2	Reason for the notification	
a)	Position/status	Director, 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	XP Factory plc	
b)	LEI	213800CMIVV5Q38P2487	
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	Ordinary shares of 1.25 pence (" Shares ")	
	Identification code	GB00BDB79J29	
b)	Nature of the transaction	Shares purchased under the "Partnership Share" element of the Company's all-employee Share Incentive Plan.	
c)	Price(s) and volume(s)	Price(s)	Volume(s)
		£0.17666	849
d)	Aggregated information - Aggregated volume - Price	Not applicable	
e)	Date of the transaction	11 May 2023	
f)	Place of the transaction	London Stock Exchange	
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	Ordinary shares of 1.25 pence (" Shares ")	
	Identification code	GB00BDB79J29	
b)	Nature of the transaction	Shares awarded under the "Matching Share" element of the Company's all-employee Share Incentive Plan.	
c)	Price(s) and volume(s)	Price(s)	Volume(s)
		£0.00	849
d)	Aggregated information - Aggregated volume - Price	Not applicable	
e)	Date of the transaction	11 May 2023	
f)	Place of the transaction	London Stock Exchange	
1	Details of the person discharging managerial responsibilities/person closely associated		
a)	Name	Graham Bird	
2	Reason for the notification		

a)	Position/status	Director, Chief Financial Officer	
b)	Initial notification/ Amendment	Initial Notification	
3	Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor		
a)	Name	XP Factory plc	
b)	LEI	213800CMYV5Q38P2487	
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	Ordinary shares of 1.25 pence (" Shares ")	
	Identification code	GB00BDB79J29	
b)	Nature of the transaction	Shares purchased under the "Partnership Share" element of the Company's all-employee Share Incentive Plan.	
c)	Price(s) and volume(s)	Price(s)	Volume(s)
		£0.17666	849
d)	Aggregated information - Aggregated volume - Price	Not applicable	
e)	Date of the transaction	11 May 2023	
f)	Place of the transaction	London Stock Exchange	
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	Ordinary shares of 1.25 pence (" Shares ")	
	Identification code	GB00BDB79J29	
b)	Nature of the transaction	Shares awarded under the "Matching Share" element of the Company's all-employee Share Incentive Plan.	
c)	Price(s) and volume(s)	Price(s)	Volume(s)
		£0.00	849
d)	Aggregated information - Aggregated volume - Price	Not applicable	
e)	Date of the transaction	11 May 2023	
f)	Place of the transaction	London Stock Exchange	

1)	Place of the transaction	LONDON STOCK EXCHANGE	
1 Details of the person discharging managerial responsibilities/person closely associated			
a)	Name	Andrew Jacobs	
2 Reason for the notification			
a)	Position/status	PDMR, COO	
b)	Initial notification/ Amendment	Initial Notification	
3 Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor			
a)	Name	XP Factory plc	
b)	LEI	213800CMYV5Q38P2487	
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	Ordinary shares of 1.25 pence (" Shares ")	
	Identification code	GB00BDB79J29	
b)	Nature of the transaction	Shares purchased under the "Partnership Share" element of the Company's all-employee Share Incentive Plan.	
c)	Price(s) and volume(s)	Price(s)	Volume(s)
		£0.17666	849
d)	Aggregated information - Aggregated volume - Price	Not applicable	
e)	Date of the transaction	11 May 2023	
f)	Place of the transaction	London Stock Exchange	
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	Ordinary shares of 1.25 pence (" Shares ")	
	Identification code	GB00BDB79J29	
b)	Nature of the transaction	Shares awarded under the "Matching Share" element of the Company's all-employee Share Incentive Plan.	
c)	Price(s) and volume(s)	Price(s)	Volume(s)
		£0.00	849

d)	Aggregated information - Aggregated volume - Price	Not applicable
e)	Date of the transaction	11 May 2023
f)	Place of the transaction	London Stock Exchange

1	Details of the person discharging managerial responsibilities/person closely associated					
a)	Name	Sarah Lloyd-Baker				
2	Reason for the notification					
a)	Position/status	PDMR, CMO				
b)	Initial notification/ Amendment	Initial Notification				
3	Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor					
a)	Name	XP Factory plc				
b)	LEI	213800CMYV5Q38P2487				
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	Ordinary shares of 1.25 pence (" Shares ")				
	Identification code	GB00BDB79J29				
b)	Nature of the transaction	Shares purchased under the "Partnership Share" element of the Company's all-employee Share Incentive Plan.				
c)	Price(s) and volume(s)	<table border="1"> <thead> <tr> <th>Price(s)</th> <th>Volume(s)</th> </tr> </thead> <tbody> <tr> <td>£0.17666</td> <td>849</td> </tr> </tbody> </table>	Price(s)	Volume(s)	£0.17666	849
Price(s)	Volume(s)					
£0.17666	849					
d)	Aggregated information - Aggregated volume - Price	Not applicable				
e)	Date of the transaction	11 May 2023				
f)	Place of the transaction	London Stock Exchange				
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	Ordinary shares of 1.25 pence (" Shares ")				

	Identification code	GB00BDB79J29	
b)	Nature of the transaction	Shares awarded under the "Matching Share" element of the Company's all-employee Share Incentive Plan.	
c)	Price(s) and volume(s)	Price(s)	Volume(s)
		£0.00	849
d)	Aggregated information - Aggregated volume - Price	Not applicable	
e)	Date of the transaction	11 May 2023	
f)	Place of the transaction	London Stock Exchange	

Enquiries:

XP Factory Plc

+44 (0) 20 7846 3322

<https://www.xpfactory.com/>

Richard Harpham (Chief Executive Officer)

Graham Bird (Chief Financial Officer)

Kam Bansil (Investor Relations)

Singer Capital Markets, NOMAD and Broker

+44 (0) 20 7496 3000

<https://www.singercm.com/>

Peter Steel

Alaina Wong

James Fischer

Jake Humphrey

IFC Advisory - Financial PR

+44 (0) 20 3934 6630

<https://www.investor-focus.co.uk/>

Graham Herring

Florence Chandler

This information is provided by RNS, the news service of the London Stock Exchange. RNS is approved by the Financial Conduct Authority to act as a Primary Information Provider in the United Kingdom. Terms and conditions relating to the use and distribution of this information may apply. For further information, please contact rns@seg.com or visit www.ms.com.

RNS may use your IP address to confirm compliance with the terms and conditions, to analyse how you engage with the information contained in this communication, and to share such analysis on an anonymised basis with others as part of our commercial services. For further information about how RNS and the London Stock Exchange use the personal data you provide us, please see our [Privacy Policy](#).

END

DSHAAMJTMIBBPJ

