

TR-1: Standard form for notification of major holdings

NOTIFICATION OF MAJOR HOLDINGS (to be sent to the relevant issuer and to the FCA in Microsoft Word format if possible)ⁱ

1a. Identity of the issuer or the underlying issuer of existing shares to which voting rights are attached ⁱⁱ :		XP FACTORY PLC		
1b. Please indicate if the issuer is a non-UK issuer (please mark with an "X" if appropriate)				
Non-UK issuer				
2. Reason for the notification (please mark the appropriate box or boxes with an "X")				
An acquisition or disposal of voting rights				
An acquisition or disposal of financial instruments				
An event changing the breakdown of voting rights		X		
Other (please specify) ⁱⁱⁱ :				
3. Details of person subject to the notification obligation ^{iv}				
Name		CANACCORD GENUITY GROUP INC		
City and country of registered office (if applicable)		VANCOUVER, CANADA		
4. Full name of shareholder(s) (if different from 3.) ^v				
Name		DISCRETIONARY CLIENTS		
City and country of registered office (if applicable)		As above		
5. Date on which the threshold was crossed or reached ^{vi} :		26 JUNE 2023		
6. Date on which issuer notified (DD/MM/YYYY):		27 JUNE 2023		
7. Total positions of person(s) subject to the notification obligation				
	% of voting rights attached to shares (total of 8. A)	% of voting rights through financial instruments (total of 8.B 1 + 8.B 2)	Total of both in % (8.A + 8.B)	Total number of voting rights held in issuer (8.A + 8.B) ^{vii}
Resulting situation on the date on which threshold was crossed or reached	18.8745		18.8745	32,946,854
Position of previous notification (if applicable)	21.9086		21.9086	

8. Notified details of the resulting situation on the date on which the threshold was crossed or reached ^{viii}				
A: Voting rights attached to shares				
Class/type of shares ISIN code (if possible)	Number of voting rights ^{ix}		% of voting rights	
	Direct (DTR5.1)	Indirect (DTR5.2.1)	Direct (DTR5.1)	Indirect (DTR5.2.1)
GB00BDB79J29		32,946,854		18.8745

SUBTOTAL 8. A	32,946,854		18.8745

B 1: Financial Instruments according to DTR5.3.1R (1) (a)				
Type of financial instrument	Expiration date ^x	Exercise/ Conversion Period ^{xi}	Number of voting rights that may be acquired if the instrument is exercised/converted.	% of voting rights
		SUBTOTAL 8. B 1		

B 2: Financial Instruments with similar economic effect according to DTR5.3.1R (1) (b)					
Type of financial instrument	Expiration date ^x	Exercise/ Conversion Period ^{xi}	Physical or cash settlement ^{xii}	Number of voting rights	% of voting rights
			SUBTOTAL 8.B.2		

9. Information in relation to the person subject to the notification obligation (please mark the applicable box with an "X")			
Person subject to the notification obligation is not controlled by any natural person or legal entity and does not control any other undertaking(s) holding directly or indirectly an interest in the (underlying) issuer ^{xiii}			
Full chain of controlled undertakings through which the voting rights and/or the financial instruments are effectively held starting with the ultimate controlling natural person or legal entity ^{xiv} (please add additional rows as necessary)			X
Name ^{xv}	% of voting rights if it equals or is higher than the notifiable threshold	% of voting rights through financial instruments if it equals or is higher than the notifiable threshold	Total of both if it equals or is higher than the notifiable threshold
Canaccord Genuity Group Inc.	18.8745		18.8745
Canaccord Genuity Wealth Group Holdings Limited	18.8745		18.8745
Canaccord Genuity Wealth Group Holdings (Jersey) Limited	18.8745		18.8745
Canaccord Genuity Wealth Group Limited	18.8745		18.8745
Canaccord Genuity Asset Management Limited (formerly Hargreave Hale Limited)	18.8745		18.8745

10. In case of proxy voting, please identify:	
Name of the proxy holder	
The number and % of voting rights held	

The date until which the voting rights will be held	
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11. Additional information ^{xvi}
The change in position is entirely due to the 23,924,420 new shares issued to the market diluting our holding.

Place of completion	BLACKPOOL, ENGLAND
Date of completion	27 JUNE 2023

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