

12 July 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 July 2023, XP Factory received notification from Link Group, the trustee of the SIP, that, on 11 July 2023, it purchased an aggregate of 3,726 Partnership Shares in the market at a price of 17.45 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 July 2023	Number of Matching Shares acquired under the SIP on 11 July 2023	Total beneficial holding of Ordinary Shares following these acquisitions	
			No. of Ordinary Shares	Approximate % of Company's issued share capital
Richard Harpham	860	860	898,461	0.51%
Graham Bird	860	860	1,914,391	1.10%
Andrew Jacobs	860	860	886,114	0.51%
Sarah Lloyd-Baker	860	860	128,562	0.07%
Joanne Briscoe	286	286	1,098	0.00%

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).

<b>1</b>	<b>Details of the person discharging managerial responsibilities/person closely associated</b>	
a)	Name	Richard Harpham
<b>2</b>	<b>Reason for the notification</b>	
a)	Position/status	Director, Chief Executive Officer
b)	Initial notification/ Amendment	Initial Notification

<b>3</b>	<b>Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor</b>	
a)	Name	XP Factory plc
b)	LEI	213800CMIVV5Q38P2487
<b>4</b>	<b>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</b>	
a)	Description of the financial instrument, type of instrument	Ordinary shares of 1.25 pence (" <b>Shares</b> ")
	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)	<b>Price(s)</b>
		<b>Volume(s)</b>
		£0.1745                      860
d)	Aggregated information - Aggregated volume - Price	Not applicable
e)	Date of the transaction	11 July 2023
f)	Place of the transaction	London Stock Exchange
<b>4</b>	<b>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</b>	
a)	Description of the financial instrument, type of instrument	Ordinary shares of 1.25 pence (" <b>Shares</b> ")
	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)	<b>Price(s)</b>
		<b>Volume(s)</b>
		£0.00                              860
d)	Aggregated information - Aggregated volume - Price	Not applicable
e)	Date of the transaction	11 July 2023
f)	Place of the transaction	London Stock Exchange
<b>1</b>	<b>Details of the person discharging managerial responsibilities/person closely associated</b>	
a)	Name	Graham Bird

2	<b>Reason for the notification</b>	
a)	Position/status	Director, Chief Financial Officer
b)	Initial notification/ Amendment	Initial Notification
3	<b>Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor</b>	
a)	Name	XP Factory plc
b)	LEI	213800CMYV5Q38P2487
4	<b>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</b>	
a)	Description of the financial instrument, type of instrument	Ordinary shares of 1.25 pence (" <b>Shares</b> ")
	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)	<b>Price(s)</b>
		<b>Volume(s)</b>
		£0.1745
		860
d)	Aggregated information - Aggregated volume - Price	Not applicable
e)	Date of the transaction	11 July 2023
f)	Place of the transaction	London Stock Exchange
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	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)	<b>Price(s)</b>
		<b>Volume(s)</b>
		£0.00
		860
d)	Aggregated information - Aggregated volume - Price	Not applicable
e)	Date of the transaction	11 July 2023

e)	Date of the transaction	11 July 2023
f)	Place of the transaction	London Stock Exchange
<b>1 Details of the person discharging managerial responsibilities/person closely associated</b>		
a)	Name	Andrew Jacobs
<b>2 Reason for the notification</b>		
a)	Position/status	PDMR, COO
b)	Initial notification/ Amendment	Initial Notification
<b>3 Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor</b>		
a)	Name	XP Factory plc
b)	LEI	213800CMYV5Q38P2487
<b>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</b>		
a)	Description of the financial instrument, type of instrument	Ordinary shares of 1.25 pence (" <b>Shares</b> ")
	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)	<b>Price(s)</b>
		£0.1745
		<b>Volume(s)</b>
		860
d)	Aggregated information - Aggregated volume - Price	Not applicable
e)	Date of the transaction	11 July 2023
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a)	Description of the financial instrument, type of instrument	Ordinary shares of 1.25 pence (" <b>Shares</b> ")
	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)	<b>Price(s)</b>	<b>Volume(s)</b>
		£0.00	860
d)	Aggregated information - Aggregated volume - Price	Not applicable	
e)	Date of the transaction	11 July 2023	
f)	Place of the transaction	London Stock Exchange	

<b>1</b>	<b>Details of the person discharging managerial responsibilities/person closely associated</b>
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a)	Name	Sarah Lloyd-Baker
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<b>2</b>	<b>Reason for the notification</b>
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a)	Position/status	PDMR, CMO
b)	Initial notification/ Amendment	Initial Notification

<b>3</b>	<b>Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor</b>
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a)	Name	XP Factory plc
b)	LEI	213800CMYV5Q38P2487

<b>4</b>	<b>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</b>
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a)	Description of the financial instrument, type of instrument	Ordinary shares of 1.25 pence (" <b>Shares</b> ")	
	Identification code	GB00BDB79J29	

b)	Nature of the transaction	Shares purchased under the "Partnership Share" element of the Company's all-employee Share Incentive Plan.	
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c)	Price(s) and volume(s)	<b>Price(s)</b>	<b>Volume(s)</b>
		£0.1745	860

d)	Aggregated information - Aggregated volume - Price	Not applicable	
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e)	Date of the transaction	11 July 2023	
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f)	Place of the transaction	London Stock Exchange	
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<b>4</b>	<b>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</b>
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c)	Price(s) and volume(s)	<b>Price(s)</b>	<b>Volume(s)</b>
		£0.00	860
d)	Aggregated information - Aggregated volume - Price	Not applicable	
e)	Date of the transaction	11 July 2023	
f)	Place of the transaction	London Stock Exchange	

<b>1</b>	<b>Details of the person discharging managerial responsibilities/person closely associated</b>		
a)	Name	Joanne Briscoe	
<b>2</b>	<b>Reason for the notification</b>		
a)	Position/status	PDMR, Group General Counsel, Company Secretary	
b)	Initial notification/ Amendment	Initial Notification	
<b>3</b>	<b>Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor</b>		
a)	Name	XP Factory plc	
b)	LEI	213800CMYV5Q38P2487	
<b>4</b>	<b>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</b>		
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	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)	<b>Price(s)</b>	<b>Volume(s)</b>
		£0.1745	286
d)	Aggregated information - Aggregated volume - Price	Not applicable	

e)	Date of the transaction	11 July 2023	
f)	Place of the transaction	London Stock Exchange	
<b>4</b>	<b>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</b>		
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	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)	<b>Price(s)</b>	<b>Volume(s)</b>
		£0.00	286
d)	Aggregated information - Aggregated volume - Price	Not applicable	
e)	Date of the transaction	11 July 2023	
f)	Place of the transaction	London Stock Exchange	

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