

13 September 2023

**Literacy Capital plc ("Literacy" or the "Company")**

**PDMR Dealing Announcement**

The Company announces that on 12 September 2023, Miral Patel, PDMR and LLP Member of the Investment Manager, purchased ordinary shares of £0.001 each and Kevin Dady, a PDMR and Independent Director of the Company, sold ordinary shares of £0.001 each in the Company ("**Ordinary Shares**") as set out below.

The notification below, made in accordance with the requirements of the UK version of Regulation (EU) No 596/2014 of the European Parliament and of the Council of 16 April 2014 on market abuse (market abuse regulation) and repealing Directive 2003/6/EC of the European Parliament and of the Council and Commission Directives 2003/124/EC, 2003/125/EC and 2004/72/EC, which is part of UK law by virtue of the European Union (Withdrawal) Act 2018, as amended, provides further detail.

**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	Miral Patel	
2.	Reason for the notification		
a)	Position / status	PDMR, LLP Member of the Investment Manager	
b)	Initial notification / Amendment	Initial notification	
3.	Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor		
a)	Name	Literacy Capital plc	
b)	LEI	2549006P3DFN5HLFGR54	
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	
	Identification code	ISIN: GB00BMF1L080	
b)	Nature of the transaction	Purchase of shares	
c)	Price(s) and volume(s)	Price (s)	Volume (s)
		£4.90	4,061
d)	Aggregate information		
	- Aggregate volume	4,061 shares in aggregate	
	- Total Price	£19,898.90	
e)	Date of the transaction	12/09/2023	
f)	Place of the transaction	London Stock Exchange	
g)	Additional information	NA	

<b>1.</b>	<b>Details of the person discharging managerial responsibilities / person closely associated</b>		
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a)	Name	Kevin Dady	
2.	Reason for the notification		
a)	Position / status	PDMR, Independent Director of the Company	
b)	Initial notification / Amendment	Initial notification	
3.	Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor		
a)	Name	Literacy Capital plc	
b)	LEI	2549006P3DFN5HLFGR54	
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	
	Identification code	ISIN: GB00BMF1L080	
b)	Nature of the transaction	Sale of shares	
c)	Price(s) and volume(s)	Price (s)	Volume (s)
		£4.73	50,000
d)	Aggregate information		
	- Aggregate volume	50,000 shares in aggregate	
	- Total Price	£236,500	
e)	Date of the transaction	12/09/2023	
f)	Place of the transaction	London Stock Exchange	
g)	Additional information	NA	

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LEI: 2549006P3DFN5HLFGR54

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