29 September 2023

XP Factory plc

("XP Factory" or the "Company")

Director/PDMR Shareholding

XP Factory (AIM: XPF), was notified on 29 September 2023 that Andrew Jacobs, Chief Operating Officer of the Company, on the 27th and 28th of September 2023 acquired 177,303 ordinary shares of 1.25 pence in the Company ("Ordinary Shares") at an average price of 16.908 pence per share.

As a result, Andrew Jacobs' total beneficial interest in the Company has increased to 1,066,921 Ordinary Shares, representing 0.61 per cent. of the Company's issued share capital.

The notification set out below is provided in accordance with the requirements of the UK Market Abuse Regulation.

1	Details of the person discharging managerial responsibilities / person closely associated	
a)	Name	Andrew Jacobs
2	Reason for the notification	
a)	Position/status	COO, Person Discharging Managerial Responsibility
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	213800CMIYV5Q38P2487
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
	Identification code	GB00BDB79J29
b)	Nature of the transaction	Share purchase
c)	Price(s) and volume(s)	**Price(s)** / **Volume(s)**

Price(s)	Volume(s)
Share Price	Number of Shares
1. £0.1745	1. 57,249
2. £0.1665	2. 120,054

d)	Aggregated information - Aggregated volume - Price	 177,303 £0.16908
e)	Date of the transactions	1. 27 September 2023 2. 28 September 2023
f)	Place of the transaction	London Stock Exchange - AIM

Enquiries
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About XP Factory plc

The XP Factory Group is one of the UK's pre-eminent experiential leisure businesses which currently operates two fast growing leisure brands. Escape Hunt® is a global leader in providing escape-the-room experiences delivered through a network of owner-operated sites in the UK, an international network of franchised outlets in five continents, and through digitally delivered games which can be played remotely.

Boom Battle Bar® Boom Battle Bar® is a fast-growing network of owner-operated and franchised sites in the UK that combine competitive socialising activities with themed cocktails, drinks and street food in a high energy setting. Activities include a range of games such as augmented reality darts, Bavarian axe throwing, 'crazier golf', shuffleboard and others. The Group's products enjoy premium customer ratings and cater for leisure or teambuilding, in small groups or large, and are suitable for consumers, businesses and other organisations. The Company has a strategy to expand the network in the UK and internationally, creating high quality games and experiences delivered through multiple formats and which can incorporate branded IP content. (https://xpfactory.com/)

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