

12 December 2023

Dotdigital Group plc

("Dotdigital" or the "Company")

Exercise of Options and Total Voting Rights

Dotdigital Group Plc (AIM:DOTD), the leading 'SaaS' provider of an omnichannel marketing automation and customer engagement platform, announces that it has today issued and allotted 741,647 ordinary shares of 0.5p each in the Company ("Ordinary Shares") following an exercise of options over Ordinary Shares ("Options") by employees of the Company.

Pursuant to the exercise of Options, an application has been made to the London Stock Exchange for 741,647 new Ordinary Shares to be admitted to trading on AIM ("Admission"). It is expected that Admission will become effective on or around 18th December 2023.

Following Admission, the Company's issued share capital will consist of 307,257,961 Ordinary Shares, of which a total of 660,000 Ordinary Shares are held in treasury. Therefore, the total number of Ordinary Shares with voting rights in the Company will be 306,597,961.

The above figure of 306,597,961 may be used by shareholders as the denominator for the calculations by which they will determine if they are required to notify their interest in, or a change to their interest in, the share capital of the Company under the FCA's Disclosure Guidance and Transparency Rules.

For further information please contact:

dotdigital Group Plc
Milan Patel, CEO
Alistair Gurney, CFO

Tel: 020 3953 3072
InvestorRelations@dotdigital.com

Alma (Financial Communications)
Hilary Buchanan
David Ison
Kieran Breheny

Tel: 020 3405 0210
dotdigital@almastrategic.com

Canaccord Genuity (Nominated Advisor and Joint Broker)
Bobbie Hilliam, Corporate Finance
Jonathan Barr, Sales

Tel: 020 7523 8000

Cavendish Capital Markets (Joint Broker)
Jonny Franklin Adams, Corporate Finance

Tel: 020 7220 0500

Singer Capital Markets (Joint Broker)
Shaun Dobson, Corporate Finance
Alex Bond, Corporate Finance

Tel: 020 7496 3000

About Dotdigital

Dotdigital Group plc (AIM: DOTD) is a leading provider of cross-channel marketing automation technology to marketing professionals. Dotdigital's customer experience and data platform (CXDP) combines the power of automation and AI to help businesses deliver hyper-relevant customer experiences at scale. With Dotdigital, marketing teams can unify and enrich their customer data, identify valuable customer segments, and deliver personalised cross-channel customer journeys that result in engagements, conversions, and loyalty.

Founded in 1999, Dotdigital is headquartered in London with offices in Croydon, Manchester, New York, Melbourne, Sydney, Singapore, Cape Town, and Warsaw. Dotdigital's solutions empower over 4,000 brands across 150 countries.

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 ms@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

TVRFFFFWEEDSEFE