

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.

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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.

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