

RNS

22 March 2024

**Mercia Asset Management PLC**  
**("Mercia", the "Company" or the "Group")**

**Director/PDMR Dealings**

Mercia Asset Management PLC (AIM: MERC), the proactive, regionally focused specialist asset manager with c. £1.5billion of assets under management, announces that it has received notification of the following transaction relating to Ordinary shares of £0.00001 each in the capital of Mercia ("Ordinary shares") by a Director of the Company as follows:

- Forward Nominees Limited, an entity closely associated with Ray Chamberlain, a Non-executive Director of the Company, has sold 1,563,813 Ordinary shares. The Shares were sold on 21 March 2024 at 32.50p per share by non-Chamberlain family shareholders. None of the shares sold were held personally by Ray Chamberlain.

Following the above transactions, Ray Chamberlain is beneficially interested in the following number of Ordinary shares:

Director/PDMR	Number of Ordinary Shares	Percentage of Ordinary shares with voting rights
Ray Chamberlain	63,630,953	14.56%

The notifications below are made in accordance with the requirements of the Market Abuse Regulation.

1	Details of the persons discharging managerial responsibilities/person closely associated		
a)	Name	Ray Chamberlain/Forward Nominees Limited	
2	Reason for the notification		
a)	Position/status	Director (PDMR)	
b)	Initial Notification /Amendment	Initial	
3	Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor		
a)	Name	Mercia Asset Management PLC	
b)	Legal Entity Identifier	213800A1Q4CF57NECG66	
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 £0.00001 each	
	Identification code	ISIN: GB00BSL71W47	
b)	Nature of the transaction	Sale of 1,563,813 shares	
c)	Price(s) and volume(s)	Price(s)	No. of shares
		32.50p per share	1,563,813
d)	Aggregated information - Aggregated volume - Price - Aggregated total	N/A - single transaction	
e)	Date of the transaction	21 March 2024	
f)	Place of the transaction	AIM (AIMX)	

- Ends -

For further information, please contact:

**Mercia Asset Management PLC**  
Mark Payton, Chief Executive Officer

+44 (0)330 223 1430

Martin Glanfield, Chief Financial Officer  
[www.mercia.co.uk](http://www.mercia.co.uk)

**Canaccord Genuity Limited (NOMAD and Joint Broker)**  
Simon Bridges, Emma Gabriel

+44 (0)20 7523 8000

**Singer Capital Markets (Joint Broker)**  
Harry Gooden, James Moat

+44 (0)20 7496 3000

**FTI Consulting**  
Tom Blackwell, Jenny Boyd  
[mercia@fticonsulting.com](mailto:mercia@fticonsulting.com)

+44 (0)20 3727 1051

**About Mercia Asset Management PLC**

Mercia is a proactive, specialist asset manager focused on supporting regional SMEs to achieve their growth aspirations. Mercia provides capital across its four asset classes of venture, private equity, debt and proprietary capital: the Group's 'Complete Connected Capital'. The Group initially nurtures businesses via its third-party funds under management, then over time Mercia can provide further funding to the most promising companies, by deploying direct investment follow-on capital from its own balance sheet.

The Group has a strong UK footprint through its regional offices, university partnerships and extensive personal networks, providing it with access to high-quality deal flow.

Mercia Asset Management PLC is quoted on AIM with the EPIC "MERC".

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