

25 March 2024

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 all-in-one customer experience and data platform (CXDP) announces that it has today issued and allotted 250,393 ordinary shares of 0.5p each in the Company ("Ordinary Shares") following an exercise of options over Ordinary Shares ("Options") by an employee of the Company.

Pursuant to the exercise of Options, an application has been made to the London Stock Exchange for 250,393 new Ordinary Shares to be admitted to trading on AIM ("Admission"). It is expected that Admission will become effective on or around 28 March 2024.

Following Admission, the Company's issued share capital will consist of 307,508,354 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 306,848,354.

The above figure of 306,848,354 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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