

9 April 2024

**Literacy Capital plc ("Literacy" or the "Company")**

**PDMR Dealing Announcement**

The Company announces that on 8 April 2024, Christopher Sellers, a PDMR and Independent Director of the Company, purchased ordinary shares of £0.001 each in the Company ("**Ordinary Shares**") as set out below.

The notification below, made in accordance with the requirements of the UK version of Regulation (EU) No 596/2014 of the European Parliament and of the Council of 16 April 2014 on market abuse (market abuse regulation) and repealing Directive 2003/6/EC of the European Parliament and of the Council and Commission Directives 2003/124/EC, 2003/125/EC and 2004/72/EC, which is part of UK law by virtue of the European Union (Withdrawal) Act 2018, as amended, provides further detail.

**Notification and public disclosure of transactions by persons discharging managerial responsibilities and persons closely associated with them**

1.	Details of the person discharging managerial responsibilities / person closely associated		
a)	Name	Christopher Sellers	
2.	Reason for the notification		
a)	Position/status	PDMR, Independent Director of the Company	
b)	Initial notification / Amendment	Initial notification	
3.	Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor		
a)	Name	Literacy Capital plc	
b)	LEI	2549006P3DFN5HLFGR54	
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  Identification code	Ordinary Shares  ISIN: GB00BMF1L080	
b)	Nature of the transaction	Purchase of shares	
c)	Price(s) and volume(s)	Price (s)	Volume (s)
		£5.01	17,500
d)	Aggregate information  - Aggregate volume  - Total Price	17,500 shares in aggregate  £87,675	
e)	Date of the transaction	8 April 2024	
f)	Place of the transaction	London Stock Exchange	

-ENDS-

For further information, please contact:

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