

13 June 2024

Mortgage Advice Bureau (Holdings) plc ("MAB" or the "Company")

Grant of Options, PDMR Dealing, and Total Voting Rights

Mortgage Advice Bureau (Holdings) plc (AIM: MAB1.L) announces that a total of 50,986 options over ordinary shares of 0.1 pence each in the Company ("Ordinary Shares") (the "Options") have been granted on 24 May 2024 to the newly appointed CFO, Emilie McCarthy, and senior executives of MAB. The Options have been granted under the Mortgage Advice Bureau Executive Share Option Plan and exercise of the Options is subject to the achievement of a performance condition based on growth in adjusted earnings per share. Subject to achievement of the performance condition, the Options will become exercisable on 2 April 2027. The exercise price for the Options is 0.1 pence, being the nominal cost of Ordinary Shares.

The total number of Ordinary Shares now under option is 897,402 representing 1.5% of the Company's issued share capital.

In accordance with the Disclosure and Transparency Rules (DTR 5.6.1R) the Company notifies the market of the following:

As at the date of this announcement, the Company's issued share capital consists of 57,956,789 ordinary shares of 0.1 pence each ("Ordinary Shares"), with voting rights. The Company does not hold any Ordinary Shares in Treasury.

Therefore, the total number of Ordinary Shares with voting rights is 57,956,789, and this figure may be used by shareholders in the Company as the denominator for the calculations by which they will determine if they are required to notify their interest in, or a change in their interest in, the share capital of the Company under the Financial Conduct Authority's Disclosure and Transparency Rules.

Enquiries:

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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	1. Emilie McCarthy
2	Reason for the notification	
a)	Position/status	1. Chief Financial Officer

b)	Initial notification /Amendment	Initial notification		
3	Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor			
a)	Name	Mortgage Advice Bureau (Holdings) plc		
b)	LEI	2138008AY1RA61T6W960		
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 of 0.1 pence each ISIN: GB00BQSBH502		
b)	Nature of the transaction	Grant of Options		
c)	Price(s) and volume(s)	Price	No. of options	
		1. £0	1. 49,342	
d)	Aggregated information - Aggregated volume - Price	Volume: 49,342 Price: £0		
e)	Date of the transaction	24 May 2024		
f)	Place of the transaction	Outside of trading venue		

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