

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

01 July 2024

Directors' Shareholdings and PDMR notification

The Company has been notified that on 28 June 2024 certain Directors of the Company or their connected parties have purchased Ordinary Shares of 0.1p ("Shares") as follows:

| Director | Date of purchase | Number of Shares purchased | Purchase price | Total Shares held | % ISC held following purchase |
|---------------|------------------|----------------------------|----------------|-------------------|-------------------------------|
| Nathan Imlach | 28 June 2024 | 254 | 835.0p | 31,033 | 0.05% |

The notification below is made in accordance with the requirements of the EU Market Abuse Regulation.

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 | Donna Imlach | |
| 2 | Reason for the notification | | |
| a) | Position/status | Person closely associated with Person Discharging Managerial Responsibilities (Nathan Imlach, Senior Independent Director) | |
| 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 | Ordinary Shares of 0.1 pence each | |
| | Identification code | ISIN: GB00BQSBH502 | |
| b) | Nature of the transaction | Purchase of shares | |
| c) | Price(s) and volume(s) | Price | No. of shares |
| | | 835.0p | 254 |
| d) | Aggregated information | N/A | |
| | - Aggregated volume | | |
| | - Price | | |

| | | |
|----|--------------------------|----------------------------|
| e) | Date of the transaction | 28 June 2024 |
| f) | Place of the transaction | London Stock Exchange, AIM |

Enquiries:

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