

02 July 2024

XP Factory plc (AIM: XPF)

("XP Factory" or the "Company")

Director/PDMR Shareholding - Long service awards

XP Factory has recently implemented a group-wide Long Service award scheme ("Long Service Scheme") through which employees who have been employed by the XP Factory Group for five years will receive a free share award equivalent to one week's gross salary, capped at £1,800 ("Long Service Shares"). The awards will typically be made in the month in which the employee completes five years of service. The awards are made through the XP Factory plc Share Incentive Plan (the "SIP") and are awarded from existing shares issued to the SIP trustees. The Long Service Scheme was implemented in June 2024 and the first awards were made on 18 June 2024. All Long Service Scheme awards have been allocated from the 600,000 shares admitted to trading on the 17th June 2024.

On 1 July 2024, XP Factory received notification from Link Group, the trustee of the SIP, that of the Long Service Awards made on 18 June 2024, 35,409 Long Service Shares had been allocated to those Directors / PDMRs set out in the table below for no consideration.

Director / PDMR	Number of Long Service Shares awarded	Total beneficial holding of Ordinary Shares following these acquisitions	
		No. of Ordinary Shares	Approximate % of Company's issued share capital
Richard Harpham	11,803	931,060	0.53%
Andrew Jacobs	11,803	1,329,243	0.76%
Sarah Lloyd-Baker	11,803	161,161	0.09%

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