

2 July 2024

Alpha Financial Markets Consulting plc
(‘Alpha FMC’, ‘Alpha’, the ‘Company’ or ‘Group’)

PDMR dealing

Alpha FMC (AIM: AFM), a leading global provider of specialist consultancy services to the asset management, wealth management and insurance industries, announces that on 1 July 2024, 150,000 Ordinary Shares were transferred to Ken Fry, Non-Executive Chairman of Alpha FMC, from his wife, Patricia Fry. The transfer was undertaken at nil consideration and does not change Ken Fry’s interest in the voting rights of Alpha FMC, being 184,090 Ordinary Shares, representing 0.15% of the total issued voting rights.

The notifications below, made in accordance with the requirements of Article 19 of the UK Market Abuse Regulation, provide additional detail.

Notification and public disclosure of transactions by persons discharging managerial responsibilities (PDMR) and persons closely associated with them (PCA)

1 Details of the person discharging managerial responsibilities / person closely associated

a) Name Ken Fry

2 Reason for the notification

a) Position/status Non-Executive Chairman

b) Initial notification/Amendment Initial Notification

3 Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor

a) Name Alpha Financial Markets Consulting plc

b) LEI 2138003XGYCLWLC7GF39

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 0.075p each

Identification code ISIN: GB00BF16C058

b) Nature of the transaction Transfer of Ordinary Shares from wife (Patricia Fry)

c) Price and volume

Price	Volume
Nil	150,000

d) Aggregated information N/A

e) Date of the transaction 1 July 2024

f) Place of the transaction Outside a trading venue

Notification and public disclosure of transactions by persons discharging managerial responsibilities (PDMR) and persons closely associated with them (PCA)

1 Details of the person discharging managerial responsibilities / person closely associated

a) Name Patricia Fry

2 Reason for the notification

a) Position/status Person closely associated with Ken Fry

b) Initial notification/Amendment Initial Notification

3 Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor

a) Name Alpha Financial Markets Consulting plc

b) LEI 2138003XGYCLWLC7GF39

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 0.075p each

Identification code ISIN: GB00BF16C058

b) Nature of the transaction Transfer of shares to Ken Fry

c) Price and volume	Price	Volume
	Nil	150,000

d) Aggregated information N/A

e) Date of the transaction 1 July 2024

f) Place of the transaction Outside a trading venue

Enquiries:

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