

ELIXIRR INTERNATIONAL PLC
("Elixirr", the "Company" or the "Group")

Purchase of Shares by Employee Benefit Trust

and

Director/PDMR Shareholding

Elixirr International plc (AIM:ELIX), an established, global award-winning challenger consultancy, announces that the Elixirr International plc Employee Benefit Trust (the "EBT") purchased from certain Directors, PDMRs, employees and shareholders of the Company (the "Purchase") 1,419,890 ordinary shares in the capital of the Company ("Ordinary Shares") at a price of 565 pence per Ordinary Share.

The Purchase has been made at the instruction of Apex Group Fiduciary Services Limited as independent trustee of the EBT following a recommendation by the Board of the Company. The decision to make the Purchase is to ensure that the EBT has sufficient shares to satisfy demand including for satisfaction of options, equity for new Partners and equity for those joining the firm through acquisition. Accordingly, the Purchase will mitigate the need for dilution in the equity of the Company as it executes on its growth strategy.

Following the Purchase, the EBT's beneficial holding is 1,782,344 Ordinary Shares representing 3.8 per cent of the issued share capital of the Company.

Participation by certain Directors and PDMRs in the Purchase are outlined in the table below:

Director/PDMR	Position	Ordinary Shares Sold	Share Sale Price	Resultant Holding	% of total voting rights
Gavin Patterson	Chair	176,991	565p	439,679	0.9%
Simon Retter	Non-Executive Director	88,496	565p	288,237	0.6%
Ian Ferguson	Executive Director	176,991	565p	2,417,091	5.1%
Nicholas Willott	Finance Director & Company Secretary	20,000	565p	254,073	0.5%
Clare Filby	Chief Operating Officer	35,398	565p	498,400	1.1%
Eric Rich	Partner	79,651	565p	592,118	1.3%
Brandon Bichler	Partner	69,479	565p	642,712	1.4%
Dieter Halfar	Partner	44,248	565p	316,461	0.7%
Daniel Garsin	Partner	24,651	565p	221,855	0.5%

For further information please contact:

Elixirr International plc

Stephen Newton, CEO
Graham Busby, CFO

Public and Investor Relations contacts:
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About Elixirr International plc

Elixirr is an established global award-winning management consultancy, challenging the larger consultancies by delivering innovative and bespoke solutions to a repeat, globally-recognised client base.

Elixirr was founded in 2009, by Stephen Newton, Graham Busby, Ian Ferguson, Andy Curtis and Mark Goodyear, experienced business advisors who identified a market opportunity to provide bespoke, personal services as a 'challenger' to the traditional consultancy businesses in the market. Elixirr guides its clients to overcome challenges such as: future-proofing against technological disruption; development and roll-out of new propositions, products and services; incubating new businesses; navigating a more complex and multinational regulatory environment; and project management and implementation of major change programmes.

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. Gavin Patterson 2. Simon Retter 3. Ian Ferguson 4. Nicholas Willott 5. Clare Filby 6. Eric Rich 7. Brandon Bichler 8. Dieter Halfar 9. Daniel Garsin		
2.	Reason for the Notification			
a)	Position/status	1. Director 2. Director 3. Director 4. PDMR 5. PDMR 6. PDMR 7. PDMR 8. PDMR 9. PDMR		
b)	Initial notification/Amendment	Initial Notification		
3.	Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor			
a)	Name	Elixirr International plc		
b)	LEI	213800MKY7OHMVAKW681		
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 0.005p each ("Ordinary Shares")		
	Identification code	GB00BLPHTX84		
b)	Nature of the transaction	Sale of Ordinary Shares		
c)	Price(s) and volume(s)	Director/PDMR	Price(s)	Volume(s)
		Gavin Patterson	565p	176,991
		Simon Retter	565p	88,496

		<table> <tr> <td>Ian Ferguson</td><td>565p</td><td>176,991</td></tr> <tr> <td>Nicholas Willott</td><td>565p</td><td>20,000</td></tr> <tr> <td>Clare Filby</td><td>565p</td><td>35,398</td></tr> <tr> <td>Eric Rich</td><td>565p</td><td>79,651</td></tr> <tr> <td>Brandon Bichler</td><td>565p</td><td>69,479</td></tr> <tr> <td>Dieter Halfar</td><td>565p</td><td>44,248</td></tr> <tr> <td>Daniel Garsin</td><td>565p</td><td>24,651</td></tr> </table>	Ian Ferguson	565p	176,991	Nicholas Willott	565p	20,000	Clare Filby	565p	35,398	Eric Rich	565p	79,651	Brandon Bichler	565p	69,479	Dieter Halfar	565p	44,248	Daniel Garsin	565p	24,651
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d)	Aggregated information: <ul style="list-style-type: none"> • Aggregated volume • Price 	As in 4c) above																					
e)	Date of the transaction	8 July 2024																					
f)	Place of the transaction	Off market transaction																					

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