10 July 2024

DSW CAPITAL PLC

("DSW Capital" or "DSW" or the "Company")

Director / PDMR Shareholding

DSW has been informed that James Dow, Chief Executive of the Company, purchased 60,000 Ordinary Shares in the Company at a price of 57.75 pence per Ordinary Share on 9 July 2024. Following the purchase, James Dow's total beneficial interest in the Company comprises 3,632,127 Ordinary Shares, representing 16.57% of the issued share capital of the Company.

For further information please contact:

DSW Capital
James Dow, CEO — Tel: +44 (0) 1928 378 029
Pete Fendall, COO & Interim CFO — Tel: +44 (0) 1925 915 034

Shore Capital (Nominated Adviser & Broker) — Tel: +44 (0)20 7408 4090
James Thomas/Mark Percy/Rachel Goldstein
Guy Wiehahn / Isobel Jones (Corporate Broking)

Belvedere Communications
Cat Valentine — Tel: +44 (0) 7715 769 078
Keeley Clarke — Tel: +44 (0) 7967 816 525
dsw@belvederepr.com

About DSW Capital

DSW Capital, owner of the Dow Schofield Watts brand, is a profitable, mid-market, challenger professional services network with a cash generative business model and scalable platform for growth. Originally established in 2002, by three KPMG alumni, DSW is one of the first platform models disrupting the traditional model of accounting professional services firms. DSW operates licensing arrangements with 25 licensee businesses with 107 fee earners, eleven offices across the UK. These trade primarily under the Dow Schofield Watts brand.

DSW's vision is for the DSW Network to become the most sought-after destination for ambitious, entrepreneurial professionals to start and develop their own businesses. Through a licensing model, DSW gives professionals the autonomy and flexibility to fulfil their potential. Being part of the DSW Network brings support benefits in recruitment, funding and infrastructure. DSW's challenger model attracts experienced, senior professionals, predominantly with a "Big 4" accounting firm background, who want to launch their own businesses and recognise the value of the Dow Schofield Watts brand and the synergies which come from being part of the DSW Network.

DSW aims to scale its agile model through organic growth, geographical expansion, additional service lines and investing in "Break Outs" (existing teams in larger firms). The Directors are targeting high margin, complementary, niche service lines with a strong synergistic fit with the existing DSW Network.

The information below (set out in accordance with the requirements of EU Market Abuse Regulation) provides further detail:

1	**Details of the person discharging managerial responsibilities / person closely associated**	
a)	Names	James Dow
2	**Reason for the notification**	
a)	Position/status	Director, Chief Executive Officer

b)	Initial notification /Amendment	Initial Notification
3	**Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor**	
a)	Name	DSW Capital plc
b)	LEI	213800KKIQCIJT6TGH23
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 0.25p each
b)	Identification code	GB00BNG9H550
c)	Nature of the transaction	Purchase of Ordinary Shares
d)	Price(s) and volume(s)	Price(s): 57.75p Volume(s): 60,000
d)	Aggregated information - Aggregated volume - Price	 60,000 57.75p
e)	Date of the transaction	9 July 2024
f)	Place of the transaction	London Stock Exchange (XLON)

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