RNS Number: 5617W XP Factory PLC 16 July 2024

16 July 2024

XP Factory plc (AIM: XPF)

("XP Factory" or the "Company")

Director/PDMR Shareholding - The XP Factory plc Share Incentive Plan (the "SIP")

As previously announced on 5 February 2021, the SIP is a tax-advantaged all-employee share scheme under which eligible participating employees of XP Factory can elect to purchase ordinary shares of 1.25p each in the Company ("Ordinary Shares") via the SIP trustee using monthly salary deductions. Ordinary Shares acquired in this manner are referred to as "Partnership Shares" and, for each Partnership Share purchased, participants are awarded one further Ordinary Share, known as a "Matching Share", at nil cost.

On 12 July 2024, XP Factory received notification from Link Group, the trustee of the SIP, that, on 11 July 2024, it purchased an aggregate of 5,030 Partnership Shares in the market at a price of 14.9 pence per share on behalf of those Directors / PDMRs set out in the table below. At the same time, these individuals were also awarded (for no consideration) their corresponding Matching Shares.

	Number of	Number of	Total beneficial holding of Ordinary Shares following these acquisitions	
Director / PDMR	Partnership Shares acquired under the SIP on 11 July 2024	Matching Shares acquired under the SIP on 11 July 2024	No. of Ordinary Shares	Approximate % of Company's issued share capital
Richard Harpham	1,006	1,006	933,072	0.53%
Graham Bird	1,006	1,006	1,937,199	1.11%
Andrew Jacobs	1,006	1,006	1,331,255	0.76%
Sarah Lloyd-Baker	1,006	1,006	163,173	0.09%
Joanne Briscoe	1,006	1,006	23,350	0.01%

The following notifications are intended to satisfy the Company's obligations under Article 19(3) of EU Regulation No 596/2014 (the Market Abuse Regulation).

1	Details of the person discharging managerial responsibilities/person closely associated	
a)	Name Richard Harpham	
2	Reason for the notification	
a)	Position/status	Director, Chief Executive Officer
b)	Initial) notification/ Amendment Initial Notification	

	Details of the issuer, or auction monitor	emission allowance market partici	oant, auction platform, auctionee		
a)	Name	XP Factory plc			
b)	LEI	213800CMIYV5Q38P2487			
4		tion(s): section to be repeated for (i) each type of instrument; (ii) each (iii) each date; and (iv) each place where transactions have been			
a)	Description of the financial instrument, type of instrument	Ordinary shares of 1.25 pence ("Shares")			
	Identification code	GB00BDB79J29			
b)	Nature of the transaction	Shares purchased under the "Partnership Share" element of the Company's all-employee Share Incentive Plan.			
		Price(s)	Volume(s)		
c)	Price(s) and volume(s)	£0.149	1,006		
d)	Aggregated information - Aggregated volume - Price	Not applicable			
e)	Date of the transaction	11 July 2024			
f)	Place of the transaction	London Stock Exchange			
4		 tion(s): section to be repeated for (i) each type of instrument; (ii) each (iii) each date; and (iv) each place where transactions have been			
a)	Description of the financial instrument, type of instrument	t, Ordinary shares of 1.25 pence ("Shares")			
		GB00BDB79J29			
	Identification code	GB00BDB79J29			
b)	Nature of the transaction	GB00BDB79J29 Shares awarded under the "Matchir all-employee Share Incentive Plan.	ng Share" element of the Company's		
b)	Nature of the	Shares awarded under the "Matchir all-employee Share Incentive Plan.			
	Nature of the	Shares awarded under the "Matchir	og Share" element of the Company! Volume(s) 1,006		
b) c)	Nature of the transaction	Shares awarded under the "Matchin all-employee Share Incentive Plan. Price(s)	Volume(s)		
c)	Nature of the transaction Price(s) and volume(s) Aggregated information - Aggregated volume	Shares awarded under the "Matchin all-employee Share Incentive Plan. Price(s) £0.00	Volume(s)		
c)	Nature of the transaction Price(s) and volume(s) Aggregated information - Aggregated volume - Price Date of the transaction	Shares awarded under the "Matchir all-employee Share Incentive Plan. Price(s) £0.00 Not applicable	Volume(s)		
d)	Nature of the transaction Price(s) and volume(s) Aggregated information - Aggregated volume - Price Date of the transaction Place of the transaction	Shares awarded under the "Matchir all-employee Share Incentive Plan. Price(s) £0.00 Not applicable	Volume(s) 1,006		

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2	Reason for the notifica	ation				
a)	Position/status	Director, Chief Financial Officer				
b)	Initial notification/ Amendment	Initial Notification				
3	Details of the issuer, or auction monitor	mission allowance market participant, auction platform, auctioneer				
a)	Name	XP Factory plc				
b)	LEI	213800CMIYV5Q38P2487				
4) each type of instrument; (ii) each ce where transactions have been			
a)	Description of the financial instrument, type of instrument	Ordinary shares of 1.25 pence ("Shares")				
	Identification code	GB00BDB79J29				
b)	Nature of the transaction	Shares purchased under the "Partnership Share" element of the Company's all-employee Share Incentive Plan.				
		Price(s)	Volume(s)			
c)	Price(s) and volume(s)	£0.149	1,006			
d)	Aggregated information - Aggregated volume - Price	Not applicable				
e)	Date of the transaction	11 July 2024				
f)	Place of the transaction	London Stock Exchange				
4		ion(s): section to be repeated for (i) each type of instrument; (ii) each iii) each date; and (iv) each place where transactions have been				
a)	Description of the financial instrument, type of instrument	Ordinary shares of 1.25 pence ("Shares")				
	Identification code	GB00BDB79J29				
b)	Nature of the transaction	Shares awarded under the "Matching Share" element of the Company's all-employee Share Incentive Plan.				
		Price(s)	Volume(s)			
c)	Price(s) and volume(s)	£0.00	1,006			
d)	Aggregated information - Aggregated volume - Price	Not applicable				
<u>6</u>)	Date of the transaction	11 . lulv 2024				

f)	Place of the transaction	London Stock Exchange		
'/	Trace of the transaction	London Stock Exchange		
1	Details of the person of	discharging managerial responsibil	lities/person closely associated	
a)	Name	Andrew Jacobs	,	
2	Reason for the notification	ation		
a)	Position/status	PDMR, COO		
b)	Initial notification/ Amendment	Initial Notification		
3	Details of the issuer, or auction monitor	emission allowance market partici	pant, auction platform, auctionee	
a)	Name	XP Factory plc		
b)	LEI	213800CMIYV5Q38P2487		
4		ion(s): section to be repeated for (i iii) each date; and (iv) each plac		
a)	Description of the financial instrument, type of instrument	Ordinary shares of 1.25 pence ("Shares")		
	Identification code	GB00BDB79J29		
b)	Nature of the transaction	Shares purchased under the "Partnership Share" element of the Company's all-employee Share Incentive Plan.		
	D : () and d and ()	Price(s)	Volume(s)	
c)	Price(s) and volume(s)	£0.149	1,006	
d)	Aggregated information - Aggregated volume - Price	Not applicable		
e)	Date of the transaction	11 July 2024		
f)	Place of the transaction	London Stock Exchange		
4	Details of the transact type of transaction; (conducted	ion(s): section to be repeated for (i iii) each date; and (iv) each plac) each type of instrument; (ii) each ce where transactions have been	
a)	Description of the financial instrument, type of instrument	Ordinary shares of 1.25 pence ("Sha	ares")	
	Identification code	GB00BDB79J29		
		<u></u>		

Price(s) and volume(s)	£0.00	1.006	
		1,006	
Aggregated information - Aggregated volume - Price	Not applicable		
Date of the transaction	11 July 2024		
Place of the transaction	London Stock Exchange		
Details of the person d	ischarging managerial responsibil	ities/person closely associated	
Name	Sarah Lloyd-Baker		
Reason for the notifica	tion		
Position/status	PDMR, CMO		
Initial notification/ Amendment	Initial Notification		
Details of the issuer, e or auction monitor	mission allowance market partici	pant, auction platform, auctioneer	
Name	XP Factory plc		
LEI	213800CMIYV5Q38P2487		
Description of the financial instrument, type of instrument	Ordinary shares of 1.25 pence ("Sha	ares")	
Identification code	GB00BDB79J29		
Nature of the transaction	Shares purchased under the "Partnership Share" element of the Company's all-employee Share Incentive Plan.		
	Price(s)	Volume(s)	
Price(s) and volume(s)	£0.149	1,006	
Aggregated information - Aggregated volume - Price	Not applicable		
Date of the transaction	11 July 2024		
Place of the transaction	London Stock Exchange		
	tion(s): section to be repeated for (i) each type of instrument; (ii) each (iii) each date; and (iv) each place where transactions have been		
	information - Aggregated volume - Price Date of the transaction Place of the transaction Place of the person of the person of the notifical notification/ Amendment Details of the issuer, eor auction monitor Name LEI Details of the transaction; (iconducted) Description of the financial instrument, type of instrument ldentification code Nature of the transaction; Price(s) and volume(s) Aggregated information - Aggregated volume - Price Date of the transaction Place of the transaction Place of the transaction	information Aggregated volume Price Date of the transaction Details of the person discharging managerial responsibil Name Sarah Lloyd-Baker Reason for the notification Position/status PDMR, CMO Initial notification/ Amendment Details of the issuer, emission allowance market particity or auction monitor Name XP Factory plc LEI 213800CMIYV5Q38P2487 Details of the transaction(s): section to be repeated for (if type of transaction; (iii) each date; and (iv) each place conducted Description of the financial instrument, type of instrument, type of instrument Identification code GB00BDB79J29 Nature of the Company's all-employee Share Incer Price(s) and volume(s) Price(s) and volume(s) Aggregated information - Aggregated volume - Price Date of the transaction Initial Notification Aggregated information Not applicable Price(s) Date of the transaction Initial Notification Aggregated volume - Price - Price Date of the transaction London Stock Exchange Details of the transaction; (iii) each date; and (iv) each place of the transaction; (iii) each date; and (iv) each place of the transaction; (iii) each date; and (iv) each place of the transaction; (iii) each date; and (iv) each place of the transaction; (iii) each date; and (iv) each place of the transaction; (iii) each date; and (iv) each place of the transaction; (iii) each date; and (iv) each place of the transaction; (iii) each date; and (iv) each place of the transaction; (iii) each date; and (iv) each place of the transaction; (iii) each date; and (iv) each place of the transaction; (iii) each date; and (iv) each place of the transaction; (iii) each date; and (iv) each place of the transaction; (iii) each date; and (iv) each place of the transaction; (iii) each date; and (iv) each place of the transaction; (iii) each date; and (iv) each place of the transaction; (iii) each date; and (iv) each place of the transaction; (iii) each date; and (iv) each place of the transaction; (iii) each date; and (iv) each place of the transaction; (iii) e	

a)	financial instrument, type of instrument	Ordinary shares of 1.25 pence ("Shares")		
	Identification code	GB00BDB79J29		
b)	Nature of the transaction	Shares awarded under the "Matching Share" element of the Compan all-employee Share Incentive Plan.		
-\	Diag(a) and advance(a)	Price(s)	Volume(s)	
c)	Price(s) and volume(s)	£0.00	1,006	
d)	Aggregated information - Aggregated volume - Price	Not applicable		
e)	Date of the transaction	11 July 2024		
f)	Place of the transaction	London Stock Exchange		
1	Details of the person of	discharging managerial responsibilities/person closely associated		
a)	Name	Joanne Briscoe		
2	Reason for the notification	PDMR, Group General Counsel, Company Secretary Initial Notification		
a)	Position/status			
b)	Initial notification/ Amendment			
3	Details of the issuer, or auction monitor	emission allowance market partici	pant, auction platform, auctionee	
a)	Name	XP Factory plc		
b)	LEI	213800CMIYV5Q38P2487		
4	Details of the transact type of transaction; (conducted	ion(s): section to be repeated for (i iii) each date; and (iv) each plac	i) each type of instrument; (ii) each ce where transactions have beer	
a)	Description of the financial instrument, type of instrument	Ordinary shares of 1.25 pence ("Sha	ares")	
	Identification code	GB00BDB79J29		
b)	Nature of the transaction	Shares purchased under the "Partnership Share" element of Company's all-employee Share Incentive Plan.		
,		Price(s)	Volume(s)	
c)	Price(s) and volume(s)	£0.149	1,006	
d)	Aggregated information - Aggregated volume - Price	Not applicable		

	e)	Date of the transaction	11 July 2024			
	f)	Place of the transaction	London Stock Exchange			
-	4		ion(s): section to be repeated for (i) each type of instrument; (ii) each iii) each date; and (iv) each place where transactions have been			
	a)	Description of the financial instrument, type of instrument	Ordinary shares of 1.25 pence ("Shares")			
_		Identification code	GB00BDB79J29			
_	b)	Nature of the transaction	Shares awarded under the "Matching Share" element of the Company's all-employee Share Incentive Plan.			
		Price(s) and volume(s)	Price(s)	Volume(s)		
	c)		£0.00	1,006		
	d)	Aggregated information - Aggregated volume - Price	Not applicable			
-	e)	Date of the transaction	11 July 2024			
_	f)	Place of the transaction	London Stock Exchange			

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