

Mortgage Advice Bureau (Holdings) plc ("MAB" or the "Company")

22 July 2024

Directors' Shareholdings and PDMR notification

The Company has been notified that on 15 July 2024 certain Directors of the Company or their connected parties have purchased Ordinary Shares of 0.1p ("Shares") as follows:

| Director | Date of purchase | Number of Shares purchased ^[1] | Purchase price | Total Shares held | % ISC held following purchase |
|--------------|------------------|---|----------------|-------------------|-------------------------------|
| Ben Thompson | 15 July 2024 | 32 | 940.0p | 89,720 | 0.15% |

The notification below is made in accordance with the requirements of the EU Market Abuse Regulation.

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 | Ben Thompson | | | |
| 2 | Reason for the notification | | | | |
| a) | Position/status | Deputy 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 | Mortgage Advice Bureau (Holdings) plc | | | |
| b) | LEI | 2138008AY1RA61T6W960 | | | |
| 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 Identification code | Ordinary Shares of 0.1 pence each ISIN: GB00BQSBH502 | | | |
| b) | Nature of the transaction | Purchase of shares | | | |
| c) | Price(s) and volume(s) | Price | No. of shares | | |
| | | 940p | 32 | | |
| d) | Aggregated information - Aggregated volume - Price | Volume: 32 Price: 940.0p | | | |

| | | |
|----|--------------------------|----------------------------|
| e) | Date of the transaction | 15 July 2024 |
| f) | Place of the transaction | London Stock Exchange, AIM |

Enquiries:

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[1] Under the Mortgage Advice Bureau Share Incentive Plan, the Company matches the employee purchase.

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