

23 July 2024

**Alpha Financial Markets Consulting plc**

(‘Alpha FMC’, ‘Alpha’, the ‘Company’ or ‘Group’)

**RSU vesting, PDMR dealing and total voting rights**

Alpha FMC (AIM: AFM), a leading global consultancy to the financial industry, announces that a Restricted Stock Units (“RSU”) award under the Company’s Management Incentive Plan (“MIP”) held by Luc Baqué, a person discharging managerial responsibilities (“PDMR”), vested on 22 July 2024 in respect of a total of 253,304 Ordinary Shares. This RSU award vesting was satisfied by the transfer of existing shares held in the Alpha Employee Benefit Trust (“EBT”). Following the vesting, Luc Baqué holds unvested MIP awards in respect of 179,487 Ordinary Shares and he and his immediate family are beneficially interested in 1,682,300 Ordinary Shares representing 1.38% of the Company’s total voting rights.

Following the above, the Company will have 122,009,736 Ordinary Shares in issue, of which 6,640,815 are held in the EBT. No shares are held in treasury. The total number of voting rights in the Company will therefore be 122,009,736. This figure includes the 6,640,815 Ordinary Shares currently held in the EBT as the Ordinary Shares hold voting rights albeit the EBT does not exercise these voting rights nor receive dividends in respect of these shares. Therefore, 115,368,921 Ordinary Shares have exercisable voting rights and the Group’s earnings per share calculation excludes the 6,640,815 Ordinary Shares held by the EBT.

This 122,009,736 figure may be used by shareholders in the Company as the denominator for the calculations by which they will determine if they are required to notify their interest in, or a change in their interest in, the share capital of the Company under the FCA’s Disclosure and Transparency Rules.

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 Luc Baqué

**2 Reason for the notification**

a) Position/status 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 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 Vesting of RSU award over Ordinary Shares of 0.075p each

Identification code

ISIN: GB00BF16C058

b) Nature of the transaction Share award vested under the Alpha Financial Markets Consulting plc Management Incentive Plan

c) Price and volume	Price	Volume
	nil	253,304
d) Aggregated information	As above	
	Date of the transaction	22 July 2024
f) Place of the transaction	Outside a trading venue	

**Enquiries:**

**For further information, please contact:**

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**About Alpha FMC:**

Headquartered in the UK and quoted on the Alternative Investment Market of the London Stock Exchange, Alpha is a leading global consultancy to the financial services industry.

Alpha combines highly specialist, sector-focussed management consulting and technology expertise to support the client transformation lifecycle. It has approximately 1,000 consultants globally, operating from 17 client-facing offices spanning the UK, North America, Europe and APAC.

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