

25 July 2024

Elixir International plc

("Elixir", the "Company" or the "Group")

PDMR/PCA Dealings

Elixir International plc (AIM:ELIX), an established, global award-winning challenger consultancy, announces that on 24 July 2024, Nicholas Willott, Finance Director & Company Secretary, transferred 181,204 ordinary shares of 0.005 pence each in the capital of the Company ("Ordinary Shares") to his wife for nil consideration.

Following this transfer, Nicholas Willott's beneficial interest remains unchanged at 254,073 Ordinary Shares, representing approximately 0.5% per cent. of the Company's issued share capital. For the purposes of the Market Abuse Regulation, this figure includes those Ordinary Shares held by Nicholas's wife as a "person closely associated".

Further detail is set out below pursuant to the requirements of the EU Market Abuse Regulation.

For further information please contact:

Elixir International plc
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About Elixir International plc

Elixir 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.

Elixir 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. Elixir guides its clients to overcome challenges such as: future-proofing against technological disruption; development and roll-out of innovative 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	Nicholas Willott
2	Reason for the notification	
a)	Position/status	PDMR - Finance Director & Company Secretary
b)	Initial notification /Amendment	Initial notification
3	Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor	
a)	Name	Elixir 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 Identification code	Ordinary shares of 0.005p each in Elixir International plc Identification code (ISIN) for Elixir International plc ordinary shares: GB00BLPHTX84

b)	Nature of the transaction	Transfer of shares to spouse for nil consideration		
c)	Price(s) and volume(s)	Price(s)	Volume(s)	
		Nil consideration	181,204	
d)	Aggregated information - Aggregated volume - Price	n/a - Single transaction		
e)	Date of the transaction	24 July 2024		
f)	Place of the transaction	Outside a trading venue		

1	Details of the person discharging managerial responsibilities / person closely associated		
a)	Name	Claire Alyson Willott	
2	Reason for the notification		
a)	Position/status	Person closely associated (PCA) with Nicholas Willott, Finance Director & Company Secretary of Elixirr International plc	
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 Identification code	Ordinary shares of 0.005p each in Elixirr International plc Identification code (ISIN) for Elixirr International plc ordinary shares: GB00BLPHTX84	
b)	Nature of the transaction	Acquisition of shares via transfer from spouse for nil consideration	
c)	Price(s) and volume(s)	Price(s)	Volume(s)
		Nil consideration	181,204
d)	Aggregated information - Aggregated volume - Price	n/a - Single transaction	
e)	Date of the transaction	24 July 2024	
f)	Place of the transaction	Outside a trading venue	

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