

Centaur Media plc
Incorporated in England and Wales
Registration number: 04948078
LEI: 2138005WK87G7DQRQI62
ISIN: GB0034291418

26 July 2024

Centaur Media Plc

("the Company")

Notification of Transactions by Director/PDMR following Exercise of Long-Term Incentive Plan Awards.

Substantial proportion of shares retained by Directors.

In accordance with DTR 3.1 and Article 19 of the UK Market Abuse Regulation, the Company was advised on 25 July 2024 that Swag Mukerji, Chief Executive Officer, Simon Longfield, Chief Financial Officer and Jacquie MacKenzie, Interim Chief People Officer, who are considered to be Persons Discharging Managerial Responsibility, exercised nil cost options under the Company's Long Term Incentive Plan ('LTIP') on 24 May 2024 (Swag Mukerji), 28 May 2024 (Simon Longfield) and 11 June 2024 (Jacquie MacKenzie) and sold sufficient shares between 4 June 2024 and 25 July 2024 (Swag Mukerji and Simon Longfield) and between 20 June 2024 and 25 July 2024 (Jacquie MacKenzie) at an average price of £0.3465 (Swag Mukerji), £0.3465 (Simon Longfield) and £0.3393 (Jacquie MacKenzie) to settle their income tax and national insurance liabilities.

Name of PDMR	Total number of shares acquired on exercise of LTIP award(s)	Exercise price	Number of shares sold to satisfy Tax and NI liabilities	Number of shares retained
Swag Mukerji	826,329	Nil cost	390,329	436,000
Simon Longfield	451,898	Nil cost	213,462	238,436
Jacquie MacKenzie	100,837	Nil cost	47,635	53,202

This notification is made in accordance with the requirements of the UK Market Abuse Regulation.

1.	Details of PDMR / person closely associated with them ('PAC')										
a)	Name	Swag Mukerji									
b)	Position / status	Chief Executive Officer									
c)	Initial notification / amendment	Initial notification									
2.	Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor										
a)	Full name of the entity	Centaur Media plc									
b)	Legal Entity Identifier code	2138005WK87G7DQRQI62									
3.	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 and identification code	Ordinary shares of £0.10 each ISIN: GB0034291418									
b)	Nature of the transaction	Acquisition following exercise of LTIP Award									
c)	Price(s) and volume(s)	<table><tr><td>Price(s) (£)</td><td>Volume(s)</td></tr><tr><td>Nil cost</td><td>826,329</td></tr><tr><td></td><td></td></tr><tr><td></td><td></td></tr></table> Note: this was a single transaction.		Price(s) (£)	Volume(s)	Nil cost	826,329				
Price(s) (£)	Volume(s)										
Nil cost	826,329										

d)	Aggregated information Aggregated volume Price (£)	Not applicable - single transaction.
e)	Date of the transaction	24 May 2024
f)	Place of the transaction	Outside a trading venue

1.	Details of PDMR / person closely associated with them ('PAC')		
a)	Name	Swag Mukerji	
b)	Position / status	Chief Executive Officer	
c)	Initial notification / amendment	Initial notification	
2.	Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor		
a)	Full name of the entity	Centaur Media plc	
b)	Legal Entity Identifier code	2138005WK87G7DQRQI62	
3.	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 and identification code	Ordinary shares of £0.10 each ISIN: GB0034291418	
b)	Nature of the transaction	Sale of shares to satisfy income tax and national insurance liabilities.	
c)	Price(s) and volume(s)	Price(s) (£)	Volume(s)
		0.392857	18,433
		0.380000	44,676
		0.373200	35,455
		0.371000	29,546
		0.364839	91,591
		0.328300	59,091
		0.305000	111,537
d)	Aggregated information Aggregated volume Price (£)	390,329 0.3465	
e)	Date of the transaction	4 June 2024 to 25 July 2024	
f)	Place of the transaction	London Stock Exchange XLON	

1.	Details of PDMR / person closely associated with them ('PAC')	
a)	Name	Simon Longfield
b)	Position / status	Chief Financial Officer
c)	Initial notification / amendment	Initial notification
2.	Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor	
a)	Full name of the entity	Centaur Media plc
b)	Legal Entity Identifier code	2138005WK87G7DQRQI62
3.	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	Ordinary shares of £0.10 each

	instrument, type of instrument and identification code	ISIN: GB0034291418	
b)	Nature of the transaction	Acquisition following exercise of LTIP Award.	
c)	Price(s) and volume(s)	Price(s) (£)	Volume(s)
		Nil cost	451,898
		Note: this was a single transaction.	
d)	Aggregated information Aggregated volume Price (£)	Not applicable - single transaction.	
e)	Date of the transaction	28 May 2024	
f)	Place of the transaction	Outside a trading venue	

1.	Details of PDMR / person closely associated with them ('PAC')		
a)	Name	Simon Longfield	
b)	Position / status	Chief Financial Officer	
c)	Initial notification / amendment	Initial notification	
2.	Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor		
a)	Full name of the entity	Centaur Media plc	
b)	Legal Entity Identifier code	2138005WK87G7DQRQI62	
3.	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 and identification code	Ordinary shares of £0.10 each ISIN: GB0034291418	
b)	Nature of the transaction	Sale of shares to satisfy income tax and national insurance liabilities.	
c)	Price(s) and volume(s)		
		Price(s) (£)	Volume(s)
		0.392857	10,081
		0.380000	24,482
		0.373200	19,384
		0.371000	16,153
		0.364839	50,075
		0.328300	32,307
		0.305000	60,980
d)	Aggregated information Aggregated volume Price (£)	213,462 0.3465	
e)	Date of the transaction	4 June 2024 to 25 July 2024	
f)	Place of the transaction	London Stock Exchange XLON	

1.	Details of PDMR / person closely associated with them ('PAC')	
a)	Name	Jacque MacKenzie

b)	Position / status	Chief People Officer									
c)	Initial notification / amendment	Initial notification									
2.	Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor										
a)	Full name of the entity	Centaur Media plc									
b)	Legal Entity Identifier code	2138005WK87G7DQRQI62									
3.	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 and identification code	Ordinary shares of £0.10 each ISIN: GB0034291418									
b)	Nature of the transaction	Acquisition following exercise of LTIP Award.									
c)	Price(s) and volume(s)	<table><tr><td>Price(s) (£)</td><td>Volume(s)</td></tr><tr><td>Nil cost</td><td>100,837</td></tr><tr><td></td><td></td></tr><tr><td></td><td></td></tr></table> Note: this was a single transaction.		Price(s) (£)	Volume(s)	Nil cost	100,837				
Price(s) (£)	Volume(s)										
Nil cost	100,837										
d)	Aggregated information Aggregated volume Price (£)	Not applicable - single transaction.									
e)	Date of the transaction	11 June 2024									
f)	Place of the transaction	Outside a trading venue									

1.	Details of PDMR / person closely associated with them ('PAC')														
a)	Name	Jacquie MacKenzie													
b)	Position / status	Chief People Officer													
c)	Initial notification / amendment	Initial notification													
2.	Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor														
a)	Full name of the entity	Centaur Media plc													
b)	Legal Entity Identifier code	2138005WK87G7DQRQI62													
3.	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 and identification code	Ordinary shares of £0.10 each ISIN: GB0034291418													
b)	Nature of the transaction	Sale of shares to satisfy income tax and national insurance liabilities.													
c)	Price(s) and volume(s)	<table><tr><td>Price(s) (£)</td><td>Volume(s)</td></tr><tr><td>0.373200</td><td>5,161</td></tr><tr><td>0.371000</td><td>4,301</td></tr><tr><td>0.364839</td><td>13,334</td></tr><tr><td>0.328300</td><td>8,602</td></tr><tr><td>0.305000</td><td>16,237</td></tr></table>		Price(s) (£)	Volume(s)	0.373200	5,161	0.371000	4,301	0.364839	13,334	0.328300	8,602	0.305000	16,237
Price(s) (£)	Volume(s)														
0.373200	5,161														
0.371000	4,301														
0.364839	13,334														
0.328300	8,602														
0.305000	16,237														
d)	Aggregated information														
	Aggregated volume	47,635													

	Price (£)	0.3393
e)	Date of the transaction	20 June 2024 to 25 July 2024
f)	Place of the transaction	London Stock Exchange XLON

Ciara Galbraith
General Counsel and Company Secretary
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