

ELIXIRR INTERNATIONAL PLC
("Elixir", the "Company" or the "Group")

Director/PDMR Shareholding

Elixir International plc (AIM:ELIX), an established, global award-winning challenger consultancy, announces that Fish Hoek Company Investments Limited ("Fish Hoek") has granted security over up to 11,592,807 ordinary shares of 0.005p each in the Company ("Ordinary Shares") against a bank loan made to a subsidiary company of Fish Hoek ("the Pledge"). Stephen Newton is the sole holder of voting shares in, and sole director of, Fish Hoek.

Stephen Newton remains the beneficial owner of the shares, subject to the Pledge, and retains full voting rights. Stephen Newton's beneficial ownership therefore remains unchanged at 13,239,895 Ordinary Shares representing 28.0 per cent. of the issued share capital in the Company.

For further information please contact:

Elixir International plc
Stephen Newton, CEO
Graham Busby, CFO

Public and Investor Relations contacts:
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Cavendish Capital Markets Ltd (Nominated Adviser & Joint Broker)

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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 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	Stephen Newton
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	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	Ordinary shares of 0.005p each ("Ordinary Shares")		
	Identification code	GB00BLPHTX84		
b)	Nature of the transaction	Pledge of Ordinary Shares over debt facility		
c)	Price(s) and volume(s)	Price(s)	Volume(s)	
		n/a	11,592,807	
d)	Aggregated information: • Aggregated volume • Price	As in 4c) above		
e)	Date of the transaction	31 July 2024		
f)	Place of the transaction	Off market transaction		

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