14 August 2024

XP Factory plc (AIM: XPF)

("XP Factory" or the "Company")

Director/PDMR Shareholding - The XP Factory plc Share Incentive Plan (the "SIP")

As previously announced on 5 February 2021, the SIP is a tax-advantaged all-employee share scheme under which eligible participating employees of XP Factory can elect to purchase ordinary shares of 1.25p each in the Company ("**Ordinary Shares**") via the SIP trustee using monthly salary deductions. Ordinary Shares acquired in this manner are referred to as "Partnership Shares" and, for each Partnership Share purchased, participants are awarded one further Ordinary Share, known as a "Matching Share", at nil cost.

On 13 August 2024, XP Factory received notification from Link Group, the trustee of the SIP, that, on 12 August 2024, it purchased an aggregate of 5,435 Partnership Shares in the market at a price of 13.799 pence per share on behalf of those Directors / PDMRs set out in the table below. At the same time, these individuals were also awarded (for no consideration) their corresponding Matching Shares.

	Number of Partnership	Number of Matching Shares acquired under the SIP on 12 August 2024	Total beneficial holding of Ordinary Shares following these acquisitions	
Director / PDMR	Shares acquired under the SIP on 12 August 2024		No. of Ordinary Shares	Approximate % of Company's issued share capital
Richard Harpham	1,087	1,087	935,246	0.53%
Graham Bird	1,087	1,087	1,939,373	1.11%
Andrew Jacobs	1,087	1,087	1,333,429	0.76%
Sarah Lloyd-Baker	1,087	1,087	165,347	0.09%
Joanne Briscoe	1,087	1,087	25,524	0.01%

The following notifications are intended to satisfy the Company's obligations under Article 19(3) of EU Regulation No 596/2014 (the Market Abuse Regulation).

Details of the person discharging managerial responsibilities/person closely associated	
Name Richard Harpham	
Reason for the notification	
Position/status	Director, Chief Executive Officer
Initial notification/ Amendment	Initial Notification
	Name Reason for the notifica Position/status Initial notification/

3	Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor			
a)	Name	XP Factory plc		
b)	LEI	213800CMIYV5Q38P2487		
4	Details of the transact type of transaction; (conducted	ion(s): section to be repeated for (i iii) each date; and (iv) each plac) each type of instrument; (ii) each æ where transactions have been	
a) Description of the financial instrument, type of instrument Ordinary shares of 1.25 pence (" Shares ")		ares")		
	Identification code	GB00BDB79J29		
b)	Nature of the transaction	Shares purchased under the "P Company's all-employee Share Incen	artnership Share" element of the tive Plan.	
		Price(s)	Volume(s)	
c)	Price(s) and volume(s)	£0.13799	1,087	
d)	Aggregated information - Aggregated volume - Price	Not applicable		
e)	Date of the transaction	12 August 2024		
f)	Place of the transaction	London Stock Exchange		
4	Details of the transact type of transaction; (conducted	e transaction(s): section to be repeated for (i) each type of instrument; (ii) each saction; (iii) each date; and (iv) each place where transactions have been		
a)	Description of the financial instrument, type of instrument	ent, Ordinary shares of 1.25 pence ("Shares")		
	Identification code	GB00BDB79J29		
b)	Nature of the transaction	Shares awarded under the "Matching Share" element of the Company's all-employee Share Incentive Plan.		
		Price(s)	Volume(s)	
c)	Price(s) and volume(s)	£0.00	1,087	
d)	Aggregated information - Aggregated volume - Price	Not applicable		
e)	Date of the transaction	12 August 2024		
f)	Place of the transaction	London Stock Exchange		
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1	Details of the person discharging managerial responsibilities/person closely associated	
a)	Name	Graham Bird

Details of the issuer. emission allowance market participant, auction platform, auction

. ∽, 2 Reason for the notification a) Position/status Director, Chief Financial Officer Initial b) notification/ Initial Notification Amendment Details of the issuer, emission allowance market participant, auction platform, auctioneer 3 or auction monitor a) Name XP Factory plc 213800CMIYV5Q38P2487 LEI b) Details of the transaction(s): section to be repeated for (i) each type of instrument; (ii) each 4 type of transaction; (iii) each date; and (iv) each place where transactions have been conducted Description of the financial instrument, Ordinary shares of 1.25 pence ("Shares") type of instrument a) Identification code GB00BDB79J29 Shares purchased under the "Partnership Share" element of the Nature of the b) transaction Company's all-employee Share Incentive Plan. Volume(s) Price(s) Price(s) and volume(s) c) £0.13799 1,087 Aggregated information d) Not applicable - Aggregated volume - Price e) Date of the transaction 12 August 2024 f) Place of the transaction London Stock Exchange 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 4 conducted Description of the financial instrument, Ordinary shares of 1.25 pence ("Shares") type of instrument a) Identification code GB00BDB79J29 Nature of the Shares awarded under the "Matching Share" element of the Company's b) transaction all-employee Share Incentive Plan.

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f)	Place of the transaction	London Stock Exchange
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1	Details of the person of	lischarging managerial responsibilities/person closely associated		
a)	Name	Andrew Jacobs		
2	Reason for the notification	ation		
a)	Position/status	PDMR, COO		
b)	Initial notification/ Amendment	Initial Notification		
3	Details of the issuer, e or auction monitor	emission allowance market partici	pant, auction platform, auctionee	
a)	Name	XP Factory plc		
b)	LEI	213800CMIYV5Q38P2487		
4		ion(s): section to be repeated for (i iii) each date; and (iv) each plac		
a) Description of the financial instrument, type of instrument		ares")		
	Identification code	GB00BDB79J29		
b)	Nature of the transaction	Shares purchased under the "Partnership Share" element of the Company's all-employee Share Incentive Plan.		
		Price(s)	Volume(s)	
c)	Price(s) and volume(s)	£0.13799	1,087	
d)	Aggregated information - Aggregated volume - Price	Not applicable		
e)	Date of the transaction	12 August 2024		
f)	Place of the transaction	London Stock Exchange		
4		ion(s): section to be repeated for (i iii) each date; and (iv) each plac		
a)	Description of the financial instrument, type of instrument	Ordinary shares of 1.25 pence ("Sha	ares")	
	Identification code	GB00BDB79J29		
b)	Nature of the transaction	Shares awarded under the "Matching Share" element of the Company's all-employee Share Incentive Plan.		

		Price(s)	Volume(s)
c)	Price(s) and volume(s)	£0.00	1,087
d)	Aggregated information - Aggregated volume - Price	Not applicable	
e)	Date of the transaction	12 August 2024	
f)	Place of the transaction	London Stock Exchange	

1	Details of the person discharging managerial responsibilities/person closely associated			
a)	Name	Sarah Lloyd-Baker		
2	Reason for the notifica	ntion		
a)	Position/status	PDMR, CMO		
b)	Initial notification/ Amendment	Initial Notification		
3	Details of the issuer, e or auction monitor	mission allowance market partici	pant, auction platform, auctioneer	
a)	Name	XP Factory plc		
b)	LEI	213800CMIYV5Q38P2487		
4) each type of instrument; (ii) each æ where transactions have been	
a)	Description of the financial instrument, type of instrument	Ordinary shares of 1.25 pence ("Shares")		
	Identification code	GB00BDB79J29		
b)	Nature of the transaction	Shares purchased under the "P Company's all-employee Share Incen		
		Price(s)	Volume(s)	
c)	Price(s) and volume(s)	£0.13799	1,087	
d)	Aggregated information - Aggregated volume - Price	Not applicable		
e)	Date of the transaction	12 August 2024		
f)	Place of the transaction	London Stock Exchange		
4) each type of instrument; (ii) each æ where transactions have been	
	Description of the			

financial instrument, type of instrument	Ordinary shares of 1.25 pence ("S	hares")
Identification code	GB00BDB79J29	
Nature of the transaction	Shares awarded under the "Matching Share" element of the Company's all-employee Share Incentive Plan.	
	Price(s)	Volume(s)
Price(s) and volume(s)	£0.00	1,087
Aggregated information - Aggregated volume - Price	Not applicable	
Date of the transaction	12 August 2024	
Place of the transaction	London Stock Exchange	
	financial instrument, type of instrument Identification code Nature of the transaction Price(s) and volume(s) Aggregated information - Aggregated volume - Price Date of the transaction	financial instrument, type of instrument Ordinary shares of 1.25 pence ("S Identification code GB00BDB79J29 Nature of the transaction Shares awarded under the "Matclall-employee Share Incentive Plan. Price(s) and volume(s) Price(s) Aggregated information £0.00 - Aggregated volume Not applicable

1	Details of the person discharging managerial responsibilities/person closely associated		
a)	Name	Joanne Briscoe	
2	Reason for the notification	ation	
a)	Position/status	PDMR, Group General Counsel, Co	mpany Secretary
b)	Initial notification/ Amendment	Initial Notification	
3	Details of the issuer, or auction monitor	emission allowance market partici	pant, auction platform, auctioneer
a)	Name	XP Factory plc	
b)	LEI	213800CMIYV5Q38P2487	
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 1.25 pence ("Shares")	
	Identification code	GB00BDB79J29	
b)	Nature of the transaction	Shares purchased under the "Partnership Share" element of the Company's all-employee Share Incentive Plan.	
			Volume(s)
c)	Price(s) and volume(s)	£0.13799	1,087
d)	Aggregated information - Aggregated volume - Price	Not applicable	

e)	Date of the transaction	12 August 2024		
f)	Place of the transaction	London Stock Exchange		
4		ion(s): section to be repeated for (i) each type of instrument; (ii) each iii) each date; and (iv) each place where transactions have been		
a)	Description of the financial instrument, type of instrument	Ordinary shares of 1.25 pence ("Shares")		
	Identification code	GB00BDB79J29		
b)	Nature of the transaction	Shares awarded under the "Matching Share" element of the Company's all-employee Share Incentive Plan.		
		Price(s)	Volume(s)	
c)	Price(s) and volume(s)	£0.00	1,087	
d)	Aggregated information - Aggregated volume - Price	Not applicable		
e)	Date of the transaction	12 August 2024		
f)	Place of the transaction	London Stock Exchange		

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