

22 August 2024

Zinc Media Group plc

("Zinc" or the "Group")

Director Shareholdings and Grant of Options

Zinc Media Group plc (AIM: ZIN), the award-winning television, brand and audio production group, announces that as part of Christopher Satterthwaite's (Non-Executive Chairman) annual remuneration package it has issued, conditional on Admission, a total of 38,053 new ordinary shares of 0.125 pence each in the capital of the Company ("Ordinary Shares").

The new Ordinary Shares have been issued to Christopher Satterthwaite in lieu of payment of director fees for the year to 30 June 2024, as part of Christopher's contractual arrangements with the Group. The new Ordinary Shares were issued to Christopher at a price of 83.22 pence per new Ordinary Share being the trailing 30-day average share price to 30 June 2024.

Application has been made for the 38,053 new Ordinary Shares to be admitted to trading on AIM. It is expected that the dealings in these new Ordinary Shares will commence on 28 August 2024. The new Ordinary Shares will rank *pari passu* with the existing Ordinary Shares.

Total Voting Rights

Following Admission, the Company will have a total of 22,803,380 ordinary shares of 0.125 pence each in issue. The Company does not hold any shares in treasury. Therefore, this figure may be used by shareholders as the denominator for calculations by which they will determine if they are required to notify their interest in, or a change to their interest in, the Company under the FCA's Disclosure Guidance and Transparency Rules.

Grant of Options

The Group granted options over Ordinary Shares in the Company (the "Options") on 22 August 2024 to certain executive directors. In line with existing remuneration arrangements, the Options reflect the vesting of existing share options which achieved the vesting hurdle in 2023 and 2024.

Director/Senior Personnel	Number of Ordinary Shares subject to option grant	Option price	Vesting period
Mark Browning	474,230	0.125p	22 August 2027 - 22 August 2034
Will Sawyer	237,115	0.125p	22 August 2027 - 22 August 2034

The awards have been made under two schemes, the Company's EMI Share Option Scheme (85,600 Ordinary Shares for Mark Browning and 118,558 Ordinary Shares for Will Sawyer) and an Unapproved Share Option Scheme (388,630 Ordinary Shares for Mark Browning and 118,557 Ordinary Shares for Will Sawyer).

The Options were granted under the condition that half of the Options granted to each director will vest if the Ordinary Share price is at least £0.70 for a period of 30 consecutive Dealing Days ending on or after 22 August 2027, and the other half will vest if the share price is at least £1.05 for a period of 30 consecutive Dealing Days ending on or after 22 August 2027, which represents a 50% increase in the current share price. These conditions follow the same principles used for the grant of options to directors in previous years.

For further information, please contact:

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About Zinc Media Group

Zinc Media Group plc is a premium television and content creation group.

The award-winning and critically acclaimed television labels comprise Brook Lapping, Red Sauce, Supercollider, Tern Television, Rex and Atomic, along with Bumblebee Post Production, and produce programmes across a wide range of factual genres for UK and international broadcasters.

The Edge Picture Company produces film content for brands and corporates in the UK, Qatar and other international markets. Zinc Communicate produces podcasts and radio as well as providing a bespoke publishing solution in

market. The Committee produces products and tools as well as providing a bespoke planning solution in partnership with industry bodies.

For further information on Zinc Media please visit www.zincmedia.com www.zincmedia.com

Basis on which information is presented

In this document, references to "£", "pence" and "p" are to the lawful currency of the United Kingdom. All times referred to in this document are, unless otherwise stated, references to London time.

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	Christopher Satterthwaite	
2	Reason for the notification		
a)	Position/status	Non-Executive Chairman	
b)	Initial notification /Amendment	Initial	
3	Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor		
a)	Name	Zinc Media Group plc	
b)	LEI	21380038V6N4I4P38D74	
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 0.125p each GB00BJVLR251	
b)	Nature of the transaction	Issue of Ordinary Shares	
c)	Price(s) and volume(s)	Price(s) £0.8322	Volume(s) 38,053
d)	Aggregated information - Aggregated volume - Price	N/A	
e)	Date of the transaction	20 August 2024	
f)	Place of the transaction	Off-market transaction	

1	Details of the person discharging managerial responsibilities / person closely associated		
a)	Name	Mark Browning	
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	Zinc Media Group plc	
b)	LEI	21380038V6N4I4P38D74	
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	Options over Ordinary shares of 0.125p each GB00BJVLR251	
b)	Nature of transaction	Grant of Options	
c)	Price(s) and volume(s)	Price(s)	Volume(s)
		Nil	474,230
	Aggregated information - Aggregated volume - Price	N/A	
e)	Date of the transaction	20 August 2024	

f)	Place of the transaction	Outside of a trading venue
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1	Details of the person discharging managerial responsibilities / person closely associated		
a)	Name	Will Sawyer	
2	Reason for the notification		
a)	Position/status	Chief Financial Officer	
b)	Initial notification/Amendment	Initial Notification	
3	Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor		
a)	Name	Zinc Media Group plc	
b)	LEI	21380038V6N4I4P38D74	
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	Options over Ordinary Shares of 0.125p each GB00BJVLR251	
b)	Nature of transaction	Grant of Options	
c)	Price(s) and volume(s)	Price(s)	Volume(s)
		Nil	237,115
	Aggregated information - Aggregated volume - Price	N/A	
e)	Date of the transaction	20 August 2024	
f)	Place of the transaction	Outside of a trading venue	

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