

29 August 2024

Bloomsbury Publishing Plc (the "Company")

Director/PDMR Shareholdings

Sale of shares following the vesting and exercise of options under the Bloomsbury Publishing Plc 2014 Performance Share Plan ("2014 PSP")

The Company announced on 28 August 2024 that the conditional share award granted in August 2021 under the 2014 PSP vested at 91% of the maximum on 24 August 2024.

Nigel Newton, Chief Executive and PDMR, acquired 129,079 ordinary shares of 1.25 pence in the Company ("Ordinary Shares") (comprising 122,775 vested 2014 PSP shares and 6,304 dividend equivalent shares, both for nil consideration). Penny Scott-Bayfield, Group Finance Director and PDMR, acquired 80,626 Ordinary Shares (comprising 76,688 vested 2014 PSP shares and 3,938 dividend equivalent shares, both for nil consideration).

On 27 August 2024, Mr Newton and Ms Scott-Bayfield sold 58,378 and 38,085 Ordinary Shares respectively at a share price of £7.133 per share in order to fund the tax liabilities and administrative fees arising on vesting. Mr Newton and Ms Scott-Bayfield retained the balance of 70,701 and 42,541 Ordinary Shares respectively.

Following these transactions, the shareholdings of Mr Newton and Ms Scott-Bayfield's (including persons closely associated) in the Company are as follows:

PDMR	Total shareholding in the Company	Percentage of the Company's issued share capital
Nigel Newton	1,628,991 Ordinary Shares	2.00%
Penny Scott-Bayfield	227,257 Ordinary Shares	0.28%

This vesting was satisfied through the transfer of shares from the Bloomsbury Employee Benefit Trust.

Notifications

The relevant notifications set out below are provided in accordance with the requirements of Article 19 of the EU Market Abuse Regulation.

1	Details of the person discharging managerial responsibilities / person closely associated	
a)	Name	Nigel Newton
2	Reason for the notification	
a)	Position/status	Chief Executive
b)	Initial notification /Amendment	Initial notification
3	Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor	
a)	Name	Bloomsbury Publishing PLC
b)	LEI	213800ZL2PEC4C6UOQ53
4	Details of the transaction(s): section to be repeated for (i) each type of instrument; (ii) each type	

		or 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 1.25p Each ISIN: GB0033147751				
b)	Nature of the transaction	Sale of Ordinary Shares to meet tax and administrative fees.				
c)	Price(s) and volume(s)	<table border="1"> <tr> <td>Price</td> <td>No. of shares</td> </tr> <tr> <td>£7.133</td> <td>58,378</td> </tr> </table>	Price	No. of shares	£7.133	58,378
Price	No. of shares					
£7.133	58,378					
d)	Aggregated information - Aggregated volume - Aggregated price					
e)	Date of the transaction	27 August 2024				
f)	Place of the transaction	London Stock Exchange				

1	Details of the person discharging managerial responsibilities / person closely associated	
a)	Name	Penny Scott-Bayfield
2	Reason for the notification	
a)	Position/status	Group Finance Director
b)	Initial notification /Amendment	Initial notification
3	Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor	
a)	Name	Bloomsbury Publishing PLC
b)	LEI	213800ZL2PEC4C6UOQ53
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 1.25p Each ISIN: GB0033147751

b)	Nature of the transaction	Sale of Ordinary Shares to meet tax and administrative fees.		
c)	Price(s) and volume(s)	Price	No. of shares	
		£7.133	38,085	
d)	Aggregated information - Aggregated volume - Aggregated price			
e)	Date of the transaction	27 August 2024		
f)	Place of the transaction	London Stock Exchange		

For further information, please contact:

Bloomsbury Publishing Plc

Maya Abu-Deeb, Group General Counsel & Company Secretary

maya.abu-deeb@bloomsbury.com

Hudson Sandler

+44 (0) 20 7796 4133

Dan de Belder / Hattie Dreyfus / Emily Brooker

bloomsbury@hudsonsandler.com

This information is provided by RNS, the news service of the London Stock Exchange. RNS is approved by the Financial Conduct Authority to act as a Primary Information Provider in the United Kingdom. Terms and conditions relating to the use and distribution of this information may apply. For further information, please contact ms@seg.com or visit www.ms.com.

RNS may use your IP address to confirm compliance with the terms and conditions, to analyse how you engage with the information contained in this communication, and to share such analysis on an anonymised basis with others as part of our commercial services. For further information about how RNS and the London Stock Exchange use the personal data you provide us, please see our [Privacy Policy](#).

END

DSHBRGDIXSDDGSI