

11 September 2024

FDM Group (Holdings) Plc

NOTIFICATION OF TRANSACTIONS OF DIRECTORS, PERSONS DISCHARGING MANAGERIAL RESPONSIBILITY OR CONNECTED PERSONS

PSP Award - 11 September 2024

On 11 September 2024 FDM Group (Holdings) plc ("FDM") granted awards over ordinary shares in the Company under the FDM 2014 Performance Share Plan (the "PSP"), as noted below.

The vesting of the awards granted to the Company's Executive Directors is subject to a performance condition based upon FDM's earnings per share assessed over a three-year performance period commencing with FDM's 2024 financial year and to all other provisions of the PSP. Details of the performance conditions will be included in FDM's 2024 Directors' Remuneration Report. Ordinarily, the awards will vest (subject to the achievement of the performance condition) following the announcement of FDM's results for its 2026 financial year.

The awards granted to the Executive Directors will not be released, so that shares can be acquired, until the end of a holding period of two years beginning on the vesting date.

As referred to in FDM's 2023 Directors' Remuneration Report, the vesting of the awards granted to the other Senior Managers referred to below and of awards granted to other group employees is subject to the satisfaction of a financial underpin and to all other provisions of the PSP.

Each award has been granted in the form of an option with an exercise price per share of £0.01.

Name	Number of shares subject to award
<b>Executive Directors</b>	
Roderick Flavell	75,000
Sheila Flavell	75,000
Andrew Brown	75,000
Michael McLaren	75,000
<b>Other Senior Managers</b>	
Mark Heather	Award 1: 10,000
	Award 2: 10,000
Jonathan Taplin	Award 1: 10,000
	Award 2: 10,000

The notification below provides further information about these transactions.

1	Details of the person discharging managerial responsibilities / person closely associated	
(a)	Name	(i) Roderick Flavell (ii) Sheila Flavell (iii) Andrew Brown (iv) Michael McLaren (v) Mark Heather (vi) Jonathan Taplin
2	Reason for the notification	
(a)	Position/Status	(i) Chief Executive Officer (ii) Chief Operating Officer (iii) Chief Commercial Officer

		(iv) Chief Financial Officer (v) Group Governance Director and Company Secretary (vi) Group Operations Director																											
(b)	Initial notification / Amendment	Initial notification																											
<b>3</b>	<b>Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor</b>																												
(a)	Name	FDM Group (Holdings) plc																											
(b)	LEI	213800YR62D7GUZLMZ71																											
<b>4</b>	<b>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</b>																												
(a)	Description of the financial instrument, type of instrument  Identification Code	Ordinary Shares of £0.01  ISIN: GB00BLWDVP51																											
(b)	Nature of the transaction	Grant of awards over Ordinary Shares																											
(c)	Price(s) and volume(s)	<table border="1"> <thead> <tr> <th>Name</th><th>Price</th><th>Number of Ordinary Shares over which awards granted</th></tr> </thead> <tbody> <tr> <td>Roderick Flavell</td><td>Nil</td><td>75,000</td></tr> <tr> <td>Sheila Flavell</td><td>Nil</td><td>75,000</td></tr> <tr> <td>Andrew Brown</td><td>Nil</td><td>75,000</td></tr> <tr> <td>Michael McLaren</td><td>Nil</td><td>75,000</td></tr> <tr> <td>Mark Heather</td><td>Award 1: Nil</td><td>Award 1: 10,000</td></tr> <tr> <td>Mark Heather</td><td>Award 2: Nil</td><td>Award 2: 10,000</td></tr> <tr> <td>Jonathan Taplin</td><td>Award 1: Nil</td><td>Award 1: 10,000</td></tr> <tr> <td>Jonathan Taplin</td><td>Award 2: Nil</td><td>Award 2: 10,000</td></tr> </tbody> </table>	Name	Price	Number of Ordinary Shares over which awards granted	Roderick Flavell	Nil	75,000	Sheila Flavell	Nil	75,000	Andrew Brown	Nil	75,000	Michael McLaren	Nil	75,000	Mark Heather	Award 1: Nil	Award 1: 10,000	Mark Heather	Award 2: Nil	Award 2: 10,000	Jonathan Taplin	Award 1: Nil	Award 1: 10,000	Jonathan Taplin	Award 2: Nil	Award 2: 10,000
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Jonathan Taplin	Award 2: Nil	Award 2: 10,000																											
(d)	Aggregated Information  - Aggregated Volume   - Price	N/A for Roderick Flavell, Sheila Flavell, Andrew Brown, and Michael McLaren (single transaction)  20,000 for Mark Heather and 20,000 Jonathan Taplin  Nil for each PDMR																											
(e)	Date of the Transaction	11 September 2024																											
(f)	Place of the Transaction	Outside a trading venue																											

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