12 September 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 12 September 2024, XP Factory received notification from Link Group, the trustee of the SIP, that, on 11 September 2024, it purchased an aggregate of 5,415 Partnership Shares in the market at a price of 13.85 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 11 September 2024	Total beneficial holding of Ordinary Shares following these acquisitions		
Director / PDMR	Shares acquired under the SIP on 11 September 2024		No. of Ordinary Shares	Approximate % of Company's issued share capital	
Richard Harpham	1,083	1,083	937,412	0.54%	
Graham Bird	1,083	1,083	1,941,539	1.11%	
Andrew Jacobs	1,083	1,083	1,335,595	0.76%	
Sarah Lloyd-Baker	1,083	1,083	167,513	0.10%	
Joanne Briscoe	1,083	1,083	27,690	0.02%	

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).

¹ Details of the nerson discharging managerial responsibilities/person closely associated

٠	Details of the person disolarying managenariesponsioniaes person dosely associated			
a)	Name	Richard Harpham		
2	Reason for the notification	ation		
a)	Position/status	Director, Chief Executive Officer		
b)	Initial notification/ Amendment	Initial Notification		
3	Details of the issuer, or auction monitor	emission allowance market particip	pant, auction platform, auctioneer	
a)	Name	XP Factory plc	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	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.		
c)	Price(s) and volume(s)	Price(s) Volume(s) £0.1385 1,083		
۹/	Aggregated information - Aggregated volume	Not applicable		
d)	- Price			
e)		11 September 2024		
	- Price Date of the transaction	11 September 2024 London Stock Exchange		
e)	- Price Date of the transaction Place of the transaction Details of the transact			
e) f)	- Price Date of the transaction Place of the transaction Details of the transact type of transaction;	London Stock Exchange ion(s): section to be repeated for (i)	e where transactions have been	
e) f) 4	- Price Date of the transaction Place of the transaction Details of the transact type of transaction; (conducted Description of the financial instrument,	London Stock Exchange ion(s): section to be repeated for (i) iii) each date; and (iv) each place	e where transactions have been	
e) f) 4	- Price Date of the transaction Place of the transaction Details of the transact type of transaction; (conducted Description of the financial instrument, type of instrument	London Stock Exchange ion(s): section to be repeated for (i) iii) each date; and (iv) each place Ordinary shares of 1.25 pence ("Shared GB00BDB79J29	e where transactions have been	
e) f) 4	- Price Date of the transaction Place of the transaction Details of the transact type of transaction; (conducted Description of the financial instrument, type of instrument Identification code Nature of the	London Stock Exchange ion(s): section to be repeated for (i); iii) each date; and (iv) each place Ordinary shares of 1.25 pence ("Shares awarded under the "Matchin	e where transactions have been	
e) f) 4 a)	- Price Date of the transaction Place of the transaction Details of the transact type of transaction; (conducted Description of the financial instrument, type of instrument Identification code Nature of the	London Stock Exchange ion(s): section to be repeated for (i) iii) each date; and (iv) each place Ordinary shares of 1.25 pence ("Shares awarded under the "Matchin all-employee Share Incentive Plan.	ares") ng Share" element of the Company's	

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e)	Date of the transaction	11 September 2024		
f)	Place of the transaction	London Stock Exchange		
1	Details of the person of	lischarging managerial responsibil	ities/person closely associated	
a)	Name	Graham Bird		
2	Reason for the notifica	ation		
a)	Position/status	Director, Chief Financial Officer		
b)	Initial notification/ Amendment	Initial Notification	<u>`</u>	
3	Details of the issuer, or auction monitor	emission allowance market particip	pant, auction platform, auctioneer	
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	Ordinary shares of 1.25 pence ("Shares")		
	Identification code	GB00BDB79J29		
b)	Nature of the transaction	Shares purchased under the "Pa Company's all-employee Share Incen	artnership Share" element of the tive Plan.	
		Price(s)	Volume(s)	
c)	Price(s) and volume(s)	£0.1385 1,083		
d)	Aggregated information - Aggregated volume - Price	Not applicable		
e)	Date of the transaction	11 September 2024		
f)		London Stock Exchange		
	Place of the transaction	London Stock Exchange		
4	Details of the transact	London Stock Exchange ion(s): section to be repeated for (i) iii) each date; and (iv) each place		
4 a)	Details of the transact type of transaction; (ion(s): section to be repeated for (i	e where transactions have been	
	Details of the transact type of transaction; (conducted Description of the financial instrument,	ion(s): section to be repeated for (i iii) each date; and (iv) each plac	e where transactions have been	
	Details of the transact type of transaction; (conducted Description of the financial instrument, type of instrument	ion(s): section to be repeated for (i) iii) each date; and (iv) each place. Ordinary shares of 1.25 pence ("Shares of 1.25 pence ("Share	e where transactions have been	

		Price(s)	Volume(s)	
c)	Price(s) and volume(s)	£0.00	1,083	
d)	Aggregated information - Aggregated volume - Price	Not applicable		
e)	Date of the transaction	11 September 2024		
f)	Place of the transaction	London Stock Exchange		
1	Details of the person of	discharging managerial responsibil	ities/person closely associated	
a)	Name	Andrew Jacobs		
2	Reason for the notifica	ation		
a)	Position/status	PDMR, COO		
b)	Initial notification/ Amendment	Initial Notification		
3	Details of the issuer, or auction monitor	emission allowance market partici	pant, auction platform, auctione	
3 a)		emission allowance market partici	pant, auction platform, auctionee	
	or auction monitor		pant, auction platform, auctionee	
a)	or auction monitor Name LEI Details of the transact	XP Factory plc) each type of instrument; (ii) eac	
a) b)	or auction monitor Name LEI Details of the transact type of transaction; (XP Factory plc 213800CMIYV5Q38P2487 ion(s): section to be repeated for (i) each type of instrument; (ii) eac se where transactions have bee	
a) b)	or auction monitor Name LEI Details of the transact type of transaction; (conducted Description of the financial instrument,	XP Factory plc 213800CMIYV5Q38P2487 ion(s): section to be repeated for (iii) each date; and (iv) each place) each type of instrument; (ii) eac se where transactions have bee	
a) b)	or auction monitor Name LEI Details of the transact type of transaction; (conducted) Description of the financial instrument, type of instrument	XP Factory plc 213800CMIYV5Q38P2487 ion(s): section to be repeated for (iii) each date; and (iv) each place Ordinary shares of 1.25 pence ("Shares)	each type of instrument; (ii) each the where transactions have been ares")	
a) b) 4	or auction monitor Name LEI Details of the transact type of transaction; (conducted) Description of the financial instrument, type of instrument Identification code	XP Factory plc 213800CMIYV5Q38P2487 ion(s): section to be repeated for (iii) each date; and (iv) each place Ordinary shares of 1.25 pence ("Shares purchased under the "P	e where transactions have bee ares")	
a) b) 4	or auction monitor Name LEI Details of the transact type of transaction; (conducted) Description of the financial instrument, type of instrument Identification code	XP Factory plc 213800CMIYV5Q38P2487 ion(s): section to be repeated for (iii) each date; and (iv) each place Ordinary shares of 1.25 pence ("Shares purchased under the "P Company's all-employee Share Incer	each type of instrument; (ii) each where transactions have been ares") artnership Share" element of the tive Plan.	
a) b) 4 b)	or auction monitor Name LEI Details of the transact type of transaction; (conducted) Description of the financial instrument, type of instrument Identification code Nature of the transaction	XP Factory plc 213800CMIYV5Q38P2487 ion(s): section to be repeated for (i iii) each date; and (iv) each place Ordinary shares of 1.25 pence ("Shares purchased under the "P Company's all-employee Share Incer	each type of instrument; (ii) each the where transactions have been ares") artnership Share" element of the tive Plan.	
a) b) 4 b) c)	or auction monitor Name LEI Details of the transact type of transaction; (conducted) Description of the financial instrument, type of instrument Identification code Nature of the transaction Price(s) and volume(s) Aggregated information - Aggregated volume	XP Factory plc 213800CMIYV5Q38P2487 ion(s): section to be repeated for (iii) each date; and (iv) each place Ordinary shares of 1.25 pence ("Shares purchased under the "P Company's all-employee Share Incer Price(s) £0.1385	each type of instrument; (ii) each the where transactions have been ares") artnership Share" element of the tive Plan.	

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

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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 1,083		
d)	Aggregated information - Aggregated volume - Price	Not applicable		
e)	Date of the transaction	11 September 2024		
f)	Place of the transaction	London Stock Exchange		
1	Details of the person of	lischarging managerial responsibil	ities/person closely associated	
a)	Name	Sarah Lloyd-Baker		
2	Reason for the notification			
a)	Position/status	PDMR, CMO		
b)	Initial notification/ Amendment	Initial Notification		
3	Details of the issuer, or auction monitor	emission allowance market particip	pant, auction platform, auctioneer	
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	Ordinary shares of 1.25 pence ("Sha	nres")	
	Identification code	GB00BDB79J29		
b)	Nature of the transaction	Shares purchased under the "Pa Company's all-employee Share Incen		
		Price(s)	Volume(s)	
c)	Price(s) and volume(s)	£0.1385	1,083	
d)	Aggregated information - Aggregated volume	Not applicable		

	- Price			
e)	Date of the transaction	11 September 2024		
f)	Place of the transaction	London Stock Exchange		
4		ion(s): section to be repeated for (i) iii) each date; and (iv) each place		
a)	Description of the financial instrument, type of instrument	Ordinary shares of 1.25 pence ("Share	res")	
	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	1,083	
d)	Aggregated information - Aggregated volume - Price	Not applicable		
e)	Date of the transaction	11 September 2024		
f)	Place of the transaction	London Stock Exchange		
			·	
1	Details of the person of	lischarging managerial responsibili	ties/person closely associated	
a)	Name	Joanne Briscoe		
2	Reason for the notifica	ation		
a)	Position/status	PDMR, Group General Counsel, Com	npany Secretary	
b)	Initial notification/ Amendment	Initial Notification		
3	Details of the issuer, or auction monitor	emission allowance market particip	ant, auction platform, auctioneer	
a)	Name	XP Factory plc		
b)	LEI	213800CMIYV5Q38P2487		
4		ion(s): section to be repeated for (i) iii) each date; and (iv) each place		
a)	Description of the financial instrument, type of instrument	Ordinary shares of 1.25 pence ("Share	res")	
	Identification code	GB00BDB79J29		
	Nature of the	Shares ourchased under the "Pa	rtnership Share" element of the	

b)	transaction	Company's all-employee Share Incer	tive Plan.
		Price(s)	Volume(s)
c)	Price(s) and volume(s)	£0.1385 1,083	
d)	Aggregated information - Aggregated volume - Price	Not applicable	
e)	Date of the transaction	11 September 2024	
f)	Place of the transaction	London Stock Exchange	
4) each type of instrument; (ii) each ce 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 "Matchir all-employee Share Incentive Plan.	ng Share" element of the Company's
		Price(s)	Volume(s)
c)	Price(s) and volume(s)	£0.00	1,083
d)	Aggregated information - Aggregated volume - Price	Not applicable	
e)	e) Date of the transaction 11 September 2024		
f)	Place of the transaction	London Stock Exchange	

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