

13 September 2024

Alfa Financial Software Holdings PLC
Person Closely Associated Notification

Alfa Financial Software Holdings PLC (the "Company"), a leading developer of mission-critical software for the asset finance industry, confirms the following transaction in the Company's ordinary shares.

The information in this notification is disclosed in accordance with the requirements of the EU Market Abuse Regulation.

1	Details of the person discharging managerial responsibilities / person closely associated						
a)	Name	Polly White					
2	Reason for the notification						
a)	Position/status	PCA of Matthew White					
b)	Initial notification /Amendment	Initial Notification					
3	Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor						
a)	Name	Alfa Financial Software Holdings PLC					
b)	LEI	213800C5UOZHUTNUGA28					
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	Alfa Financial Software Holdings PLC Ordinary share of £0.001 each					
	Identification code	GB00BDHXPG30					
b)	Nature of the transaction	Share sale by Polly White, PCA of Matthew White					
c)	Price(s) and volume(s)	<table><tr><td>Prices (£)</td><td>Volume(s)</td></tr><tr><td>2.12</td><td>828,551</td></tr></table>		Prices (£)	Volume(s)	2.12	828,551
Prices (£)	Volume(s)						
2.12	828,551						
d)	Aggregated information						
	- Aggregated volume	828,551					
	- Price	2.12					
e)	Date of the transaction	12 September 2024					
f)	Place of the transaction	XLON					

For further information:

Alfa Financial Software Holdings PLC

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Charlotte Caulfield
Company Secretary

Notes to Editors

Alfa has been delivering leading-edge technology to the global asset finance and leasing industry since 1990. Our specialised expertise enables us to deliver the most challenging systems transformation projects successfully.

Alfa Systems, our class-leading SaaS platform, is at the heart of the world's largest and most progressive asset finance operations. Supporting all types of automotive, equipment and wholesale finance, Alfa Systems is proven at volume and across

borders, and trusted by leading brands to manage complex portfolios, drive efficiency and sustainability, and enhance the customer experience.

With full functionality for originations, servicing and collections, Alfa Systems is live in 37 countries, representing an integrated point solution, a rapid off-the-shelf implementation, or an end-to-end platform for the complex global enterprise. Alfa Systems 6, a breakthrough iteration of our software platform, launched in 2024.

Alfa maintains exceptional customer satisfaction through an impeccable track record, with our experience and performance unrivalled in the industry. Our customers stick with us for the long term, because we deliver value that lasts for decades.

Alfa has offices in Europe, Australasia and the Americas. For more information, visit us at www.alfasystems.com or on LinkedIn.

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