

27 September 2024

**Videndum plc**

**Notification of Transactions by Directors and Persons Discharging Managerial Responsibilities (PDMRs)**

London, UK - 27 September 2024 - Videndum plc (the "Company") has been notified of the following transaction in its £0.20 ordinary shares ("Ordinary Shares") by the Chairman, Stephen Harris..

The notification form for the Chairman is below. This announcement is made in accordance with Article 19(1) of the UK MAR.

| <b>1</b> | <b>Details of the person discharging managerial responsibilities / person closely associated</b>   |   |          |           |         |        |
|----------|--|---|----------|-----------|---------|--------|
| a)       | Name   | Stephen Harris  |          |           |         |        |
| <b>2</b> | <b>Reason for the notification</b>   |   |          |           |         |        |
| a)       | Position/status  | Chairman  |          |           |         |        |
| 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   | Videndum plc  |          |           |         |        |
| b)       | LEI  | 2138007H5DQ4X8YOCF14  |          |           |         |        |
| <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<br><br>Identification code   | Ordinary Shares of 20 pence each<br><br>ISIN: GB0009296665  |          |           |         |        |
| b)       | Nature of the transaction  | Purchase of ordinary shares   |          |           |         |        |
| c)       | Price(s) and volume(s)   | <table border="1"> <thead> <tr> <th>Price(s)</th> <th>Volume(s)</th> </tr> </thead> <tbody> <tr> <td>£2.3772</td> <td>21,033</td> </tr> </tbody> </table> | Price(s) | Volume(s) | £2.3772 | 21,033 |
| Price(s) | Volume(s)  |   |          |           |         |        |
| £2.3772  | 21,033   |   |          |           |         |        |
| d)       | Aggregated information<br><br>- Aggregated volume<br><br>- Price   | N/A as single transaction   |          |           |         |        |
| e)       | Date of the transaction  | 27 September 2024   |          |           |         |        |
| f)       | Place of the transaction   | London Stock Exchange   |          |           |         |        |

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Following the above transaction, Stephen Harris' holding is now 133,392 ordinary shares in the Company.

**Enquiries:**

Jon Bolton  
Group Company Secretary  
020 8332 4600

**A snapshot of Videndum plc**

Videndum is a leading global provider of premium branded hardware products and software solutions to the growing content creation market. We are organised in three Divisions: Videndum Media Solutions, Videndum Production Solutions and Videndum Creative Solutions.

Videndum's customers include broadcasters, film studios, production and rental companies, photographers, independent content creators, gamers, professional musicians and enterprises. Our product portfolio includes camera supports, video transmission systems and monitors, live streaming solutions, smartphone accessories, robotic camera systems, prompters, LED lighting, mobile power, carrying solutions, backgrounds, motion control, audio capture, and noise reduction equipment.

We employ around 1,600 people across the world in 10 different countries. Videndum plc is listed on the London Stock Exchange, ticker: VID.

More information can be found at: <https://videndum.com/>

LEI number: 2138007H5DQ4X8YOCF14

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