

30 September 2024

M&C SAATCHI PLC
(the "Company")

Directors and PDMRs Shareholding

The Company was notified on 27 September 2024 that Zaid Al-Qassab, Chief Executive Officer of the Company and Simon Fuller, Chief Financial Officer of the Company purchased ordinary shares of one pence each in the Company (**Ordinary Shares**).

Mr Al-Qassab purchased 53,541 Ordinary Shares at a price of £1.8675 on 27 September 2024. Mr Fuller purchased 36,043 Ordinary Shares at a price of £1.803 per share on 27 September 2024.

As a result of the transaction, Mr Al-Qassab's beneficial interest in the Company, amounts to a total holding of 53,541 Ordinary Shares in the Company and represents approximately 0.04% of the issued share capital of the Company.

As a result of this transaction, Mr Fuller's beneficial interest in the Company, now amounts to a total holding of 36,043 Ordinary Shares in the Company and represents approximately 0.03% of the issued share capital of the Company.

The following notifications, made pursuant to Article 19(3) of the Market Abuse Regulation, provide further details.

1.	Details of the persons discharging managerial responsibilities		
(a)	Name:	Zaid Al-Qassab	
2.	Reason for the notification		
(a)	Position / status:	Chief Executive Officer	
(b)	Initial notification / amendment:	Initial notification	
3.	Details of the issuer		
(a)	Name:	M&C SAATCHI PLC	
(b)	LEI:	213800XBLFQZ1T1KBA87	
4.	Details of the transaction(s)		
(a)	Description of the financial instrument, type of instrument:	One pence ordinary shares	
	Identification code:	ISIN GB00B01F7T14	
(b)	Nature of the transaction	Purchase of shares	
(c)	Price(s) and volume(s)	Price(s)	Volumes(s)
		£1.8675	53,541
(d)	Aggregated information		
	Aggregated volume:	53,541	
	Aggregated price:	£99,988	
(e)	Date of the transaction	27 September 2024	
(f)	Place of transaction	London Stock Exchange	

(1)	Place of transaction	London Stock Exchange
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1.	Details of the persons discharging managerial responsibilities		
(a)	Name:	Simon Fuller	
2.	Reason for the notification		
(a)	Position / status:	Chief Financial Officer	
(b)	Initial notification / amendment:	Initial notification	
3.	Details of the issuer		
(a)	Name:	M&C SAATCHI PLC	
(b)	LEI:	213800XBLFQZ1T1KBA87	
4.	Details of the transaction(s)		
(a)	Description of the financial instrument, type of instrument:	One pence ordinary shares	
	Identification code:	ISIN GB00B01F7T14	
(b)	Nature of the transaction	Purchase of shares	
(c)	Price(s) and volume(s)	Price(s)	Volumes(s)
		£1.803	36,043
(d)	Aggregated information		
	Aggregated volume:	36,043	
	Aggregated price:	£64,986	
(e)	Date of the transaction	27 September 2024	
(f)	Place of transaction	London Stock Exchange	

Further information

M&C Saatchi

Zillah Byng-Thorne, Non-Executive Chair
Zaid Al-Qassab, Chief Executive Officer
Tom Fahey, Investor Relations

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About M&C Saatchi

M&C Saatchi is a creative solutions company with specialist expertise and creativity in helping our clients grow by maximising the reach and potential of their brands. It does this through its regional-first operating model with five core specialisms - Advertising, Issues, Passions, Consulting and Media - which it leverages in an integrated go-to-market approach. It has significant global reach, with major hubs in the UK, Europe, Middle East, APAC and the Americas and supported by global shared services.

M&C Saatchi is headquartered in London and listed on the FTSE AIM index of the London Stock Exchange.

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