

4 October 2024

XP Factory plc
 ("XP Factory" or the "Company")

Director/PDMR Shareholding

XP Factory (AIM: XPF), a global leader in the experiential leisure sector, was notified on 3 October 2024 that Graham Bird, the Group Chief Financial Officer and director of the Company, on the same day acquired 51,020 ordinary shares of 1.25 pence in the Company at a price of 12.74 pence per share.

Graham Bird's total beneficial interest in the Company is 1,992,559 Ordinary Shares, representing 1.14 per cent. of the Company's issued share capital.

The notification set out below is provided in accordance with the requirements of the UK Market Abuse Regulation.

1	Details of the person discharging managerial responsibilities / person closely associated		
a)	Name	Graham Bird	
2	Reason for the notification		
a)	Position/status	Director	
b)	Initial notification /Amendment	Initial notification	
3	Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor		
a)	Name	XP Factory plc	
b)	LEI	213800CMIYV5Q38P2487	
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	Ordinary shares of 1.25 pence	
	Identification code	GB00BDB79J29	
b)	Nature of the transaction	Share purchase	
c)	Price(s) and volume(s)	Price(s)	Volume(s)
		Share Price	Number of Shares
		£0.1274	51,020
d)	Aggregated information		
	- Aggregated volume	51,020	
	- Price	£0.1274	
e)	Date of the transaction	3 October 2024	
f)	Place of the transaction	London Stock Exchange	

Enquiries

XP Factory plc

Richard Harpham (Chief Executive Officer)
 Graham Bird (Chief Financial Officer)
 Kam Bansil (Investor Relations)

+44 (0) 20 7846 3322

Singer Capital Markets, NOMAD and Broker

<https://www.singer.com>

+44 (0) 20 7496 3000

<https://www.singercm.com>

Peter Steel

Alaina Wong

James Todd

IFC Advisory - Financial PR

Graham Herring

Florence Chandler

+44 (0) 20 3934 6630

About XP Factory plc

The XP Factory Group is one of the UK's pre-eminent experiential leisure businesses which currently operates two fast growing leisure brands. Escape Hunt is a global leader in providing escape-the-room experiences delivered through a network of owner-operated sites in the UK, an international network of franchised outlets in five continents, and through digitally delivered games which can be played remotely.

Boom Battle Bar is a fast-growing network of owner-operated and franchised sites in the UK that combine competitive socialising activities with themed cocktails, drinks and street food in a high energy setting. Activities include a range of games such as augmented reality darts, Bavarian axe throwing, 'crazier golf', shuffleboard and others. The Group's products enjoy premium customer ratings and cater for leisure or teambuilding, in small groups or large, and are suitable for consumers, businesses and other organisations. The Company has a strategy to expand the network in the UK and internationally, creating high quality games and experiences delivered through multiple formats and which can incorporate branded IP content. (<https://xpfactory.com/>)

This information is provided by RNS, the news service of the London Stock Exchange. RNS is approved by the Financial Conduct Authority to act as a Primary Information Provider in the United Kingdom. Terms and conditions relating to the use and distribution of this information may apply. For further information, please contact rns@seg.com or visit www.ms.com.

RNS may use your IP address to confirm compliance with the terms and conditions, to analyse how you engage with the information contained in this communication, and to share such analysis on an anonymised basis with others as part of our commercial services. For further information about how RNS and the London Stock Exchange use the personal data you provide us, please see our [Privacy Policy](#).

END

DSHMJBATMTBMBTI