

Ascential plc (the "Company")

Notification of transactions of persons discharging managerial responsibility

Ascential plc (LSE: ASCL.L) has received notification of the following transactions by its Chief Executive Officer, Philip Thomas, and its Chief Financial Officer, Mandy Gradden, following vesting of awards and exercise of options granted between 2020 and 2024 under various of the Company's share plans, the details of which are set out below.

1	Details of the persons discharging managerial responsibilities / person closely associated														
a)	Names	Philip Thomas Mandy Gradden													
2	Reason for the notification														
a)	Position/status	Director													
b)	Initial/Amendment notification	Initial notification													
3	Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor														
a)	Name	Ascential plc													
b)	LEI	213800VDXQDA7KD2IQ21													
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 Identification code	Ordinary shares of 1.7p BQFH632													
b)	Nature of the transaction	Shares acquired in satisfaction of the following options and awards: <ul style="list-style-type: none">- 2020, 2022, 2023 and 2024 awards granted under the Performance Share Plan.- 2020, 2022, 2023 and 2024 awards and options granted under the Deferred Annual Bonus Plan.- 2022 options granted under the Employee Savings Related Share Option Plan UK.													
c)	Price(s) and volume(s)	<table><tr><td colspan="3"><u>Philip Thomas</u></td></tr><tr><td>Award</td><td>Price(s)(£)</td><td>Volume(s)</td></tr><tr><td>2023 Performance Share Plan</td><td>Nil</td><td>320,072</td></tr><tr><td>2024 Performance Share Plan</td><td>Nil</td><td>369,662</td></tr></table>		<u>Philip Thomas</u>			Award	Price(s)(£)	Volume(s)	2023 Performance Share Plan	Nil	320,072	2024 Performance Share Plan	Nil	369,662
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		Mandy Gradden																														
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d)	Aggregated information																															
	- Aggregated volume	Philip Thomas: 689,734 Mandy Gradden: 1,343,398																														
	- Price	Philip Thomas: N/A Mandy Gradden: £11,998.49																														
e)	Date of the transaction	8 October 2024																														
f)	Place of the transaction	London																														

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