

Ascential plc (the "Company")

Notification of transactions of persons discharging managerial responsibility

Ascential plc (LSE: ASCLL) has received notification of the following transactions by its Chief Financial Officer, Mandy Gradden, following the exercise of options granted under the 2020 Deferred Annual Bonus Plan, the details of which are set out below.

1	Details of the persons discharging managerial responsibilities / person closely associated											
a)	Names	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	Ordinary shares of 1.7p										
	Identification code	BQFH632										
b)	Nature of the transaction	Shares acquired in satisfaction of the options granted under the 2020 Deferred Annual Bonus Plan.										
c)	Price(s) and volume(s)	<table><tr><td colspan="3"><u>Mandy Gradden</u></td></tr><tr><td>Award</td><td>Price(s)(£)</td><td>Volume(s)</td></tr><tr><td>2020 Deferred Annual Bonus Plan</td><td>Nil</td><td>20,709</td></tr></table>		<u>Mandy Gradden</u>			Award	Price(s)(£)	Volume(s)	2020 Deferred Annual Bonus Plan	Nil	20,709
<u>Mandy Gradden</u>												
Award	Price(s)(£)	Volume(s)										
2020 Deferred Annual Bonus Plan	Nil	20,709										
d)	Aggregated information											
	- Aggregated volume	20,709										
	- Price	N/A										
e)	Date of the transaction	8 October 2024										
f)	Place of the transaction	London										

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