

Keywords Studios PLC ("Keywords", "Keywords Studios" or the "Company")

21 October 2024

Directors' Shareholdings and PDMR notification

Keywords Studios, the global provider of creative and technology-enabled solutions to the video games and entertainment industries, today announces that following the High Court of England of Wales sanctioning the scheme of arrangement under Part 26 of the Companies Act 2006 (which was posted to shareholders of the Company on 29 July 2024) (the "**Scheme**") at the Sanction Hearing (as defined in the Scheme) on 21 October 2024, Jon Hauck, a Company director acquired ordinary shares of 1p each in the Company pursuant to awards granted to him under the Keywords Studios Long Term Incentive Plan ("**LTIP**"), detailed below. Keywords today announces that these awards have vested and, in the case of LTIP awards, been exercised under the terms of the Company's LTIP rules and the terms of an award agreement.

All shares acquired by the director are subject to an acquisition price of £24.50 per share, as detailed in the Scheme document.

| Keywords Studios Share Plan | Shares | Price |
|------------------------------|--------|-------|
| LTIP (September 2019 Award) | 25,000 | £0.01 |
| LTIP (September 2019 Award) | 140 | £0.01 |
| LTIP (May 2020 Award) | 25,000 | £0.01 |
| RSU (June 2021 Award) | 544 | £0.01 |
| RSU (September 2021 Award) | 411 | £0.01 |
| RSU (May 2022 Award) | 1,707 | £0.01 |
| LTIP (May 2022 Award) | 35,586 | £0.01 |
| LTIP (May 2023 Award) | 45,215 | £0.01 |
| RSU (October 2024 RSU Award) | 76,528 | £0.01 |

The notification below is made in accordance with the requirements of the EU Market Abuse Regulation (596/2014) as retained in UK law pursuant to the European Union (Withdrawal) Act 2018 ("**UKMAR**").

Notification and public disclosure of transactions by persons discharging managerial responsibilities and persons closely associated with them.

| | | | | | | | |
|----|---|---|-----------|----------|-----------|----------|---------|
| 1 | Details of the person discharging managerial responsibilities/person closely associated | | | | | | |
| a) | Name | Jon Hauck | | | | | |
| 2 | Reason for the notification | | | | | | |
| a) | Position/status | Chief Operating Officer | | | | | |
| b) | Initial Notification/ Amendment | Initial notification | | | | | |
| 3 | Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor | | | | | | |
| a) | Name | Keywords Studios PLC | | | | | |
| b) | LEI | 2138007VR9ZYCWS7VE12 | | | | | |
| 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 and identification code | Ordinary shares of 1 pence each in Keywords Studios PLC (ISIN: GB00BBQ38507) | | | | | |
| b) | Nature of the transaction | Vesting and, in the case of LTIPs, the exercise of awards of shares under the Keywords Studios Long Term Incentive Plan | | | | | |
| c) | Price(s) and volume(s) | <table><tr><td>Price(s)</td><td>Volume(s)</td></tr><tr><td>GBP 0.01</td><td>210,131</td></tr></table> | | Price(s) | Volume(s) | GBP 0.01 | 210,131 |
| | | Price(s) | Volume(s) | | | | |
| | | GBP 0.01 | 210,131 | | | | |
| | | | | | | | |
| d) | Aggregated information - Aggregated volume - Price | Aggregate volume of shares: 210,131 Aggregate price of shares: GBP 2,101.31 | | | | | |
| e) | Date of the transaction | 2024-10-21 | | | | | |
| f) | Place of the transaction | Outside a trading venue | | | | | |

Enquiries:

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