

ELIXIRR INTERNATIONAL PLC
("Elixirr", the "Company" or "Group")

PDMR Shareholdings

Elixirr International plc (AIM:ELIX), an established, global award-winning, challenger consultancy, announces that it has been informed that, further to the announcement made at 4:35 p.m. on 24 October 2024 (the "**ABB Announcement**") and the closing of ABB announcement released at 7:00 a.m. today, certain Directors and other PDMRs have sold the following Placing Shares at a price of 650 pence per share.

			Resultant holding	
Director/PDMR	Shareholding immediately prior to the Placing	Number of Placing Shares sold	Ordinary Shares	% of Issued Share Capital
Stephen Newton	13,240,871	1,538,463	11,702,408	24.3%
Ian Ferguson	2,432,691	192,308	2,240,383	4.6%
Graham Busby	1,461,698	192,308	1,269,390	2.6%
Gavin Patterson	439,679	153,846	285,833	0.6%
Charlotte Stranner	300,439	30,769	269,670	0.6%
Simon Retter	288,237	46,154	242,083	0.5%
Brandon Bichler	820,570	153,846	666,724	1.4%
Eric Rich	777,547	76,923	700,624	1.5%
Dieter Halfar	403,359	76,923	326,436	0.7%
Daniel Garsin	221,855	7,692	214,163	0.4%

Capitalised terms in this announcement shall have the same meaning ascribed to them as in the ABB Announcement unless the context requires otherwise.

Enquiries:

For enquiries, please refer to our Investor Contacts page:

<https://www.elixirr.com/investors/investor-contacts>

Elixirr International plc

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Graham Busby, Chief Financial Officer

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Cavendish Capital Markets Ltd (Nominated Adviser & Joint Broker) +44 (0)20 7220 0500

Stephen Keys, Callum Davidson (Corporate Finance),

Sunila De Silva (ECM)

Investec Bank plc (Joint Broker)

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Carlton Nelson, Henry Reast (Corporate Broking)

About Elixirr International plc

Elixirr is an award-winning global consulting firm working with clients across a diverse range of industries, markets and geographies.

Founded in 2009, the firm set out to be the 'challenger consultancy' and do things differently than the large corporate consultancies dominating the industry: working openly and collaboratively with clients from start to finish, delivering outcomes based on innovative thinking, not methodology, and treating each client's business like their own. Elixirr has been quoted on the AIM market of the London Stock Exchange since 2020. In addition to strong organic growth, Elixirr has acquired seven boutique firms - Den Creative, Coast Digital, The Reteam Group, iOLAP, Responsum, Insigniam and Hypothesis - to grow the Group's capabilities, diversify the business, expand into new geographies and access new clients.

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	Stephen Newton	
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	Elixir International plc	
b)	LEI	213800MKY7OHMVAKW681	
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 0.005p each ("Ordinary Shares")	
	Identification code	GB00BLPHTX84	
b)	Nature of the transaction	Sale of Ordinary Shares	
c)	Price(s) and volume(s)	Price(s)	Volume(s)
		650p	1,538,463
d)	Aggregated information: · Aggregated volume · Price	As in 4c) above	
e)	Date of the transaction	25 October 2024	
f)	Place of the transaction	London Stock Exchange, AIM Market (XLON)	

1.	Details of the person discharging managerial responsibilities / person closely associated		
a)	Name	Ian Ferguson	
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	Elixir International plc	
b)	LEI	213800MKY7OHMVAKW681	
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 0.005p each ("Ordinary Shares")	
	Identification code	GB00BLPHTX84	
b)	Nature of the transaction	Sale of Ordinary Shares	
c)	Price(s) and volume(s)	Price(s)	Volume(s)
		650p	192,308
d)	Aggregated information: · Aggregated volume · Price	As in 4c) above	
e)	Date of the transaction	25 October 2024	
f)	Place of the transaction	London Stock Exchange, AIM Market (XLON)	

1.	Details of the person discharging managerial responsibilities / person closely associated		
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1.	Details of the person discharging managerial responsibilities / person closely associated		
a)	Name	Graham Busby	
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	Elixir International plc	
b)	LEI	213800MKY7OHMVAKW681	
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 0.005p each ("Ordinary Shares")	
	Identification code	GB00BLPHTX84	
b)	Nature of the transaction	Sale of Ordinary Shares	
c)	Price(s) and volume(s)	Price(s)	Volume(s)
		650p	192,308
d)	Aggregated information: · Aggregated volume · Price	As in 4c) above	
e)	Date of the transaction	25 October 2024	
f)	Place of the transaction	London Stock Exchange, AIM Market (XLON)	

1.	Details of the person discharging managerial responsibilities / person closely associated		
a)	Name	Gavin Patterson	
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	Elixir International plc	
b)	LEI	213800MKY7OHMVAKW681	
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 0.005p each ("Ordinary Shares")	
	Identification code	GB00BLPHTX84	
b)	Nature of the transaction	Sale of Ordinary Shares	
c)	Price(s) and volume(s)	Price(s)	Volume(s)
		650p	153,846
d)	Aggregated information: · Aggregated volume · Price	As in 4c) above	
e)	Date of the transaction	25 October 2024	
f)	Place of the transaction	London Stock Exchange, AIM Market (XLON)	

1.	Details of the person discharging managerial responsibilities / person closely associated	
a)	Name	Charlotte Stranner
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	Elixir International plc	
b)	LEI	213800MKY7OHMVAKW681	
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 0.005p each ("Ordinary Shares")	
	Identification code	GB00BLPHTX84	
b)	Nature of the transaction	Sale of Ordinary Shares	
c)	Price(s) and volume(s)	Price(s)	Volume(s)
		650p	30,769
d)	Aggregated information: · Aggregated volume · Price	As in 4c) above	
e)	Date of the transaction	25 October 2024	
f)	Place of the transaction	London Stock Exchange, AIM Market (XLON)	

1.	Details of the person discharging managerial responsibilities / person closely associated		
a)	Name	Simon Retter	
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	Elixir International plc	
b)	LEI	213800MKY7OHMVAKW681	
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 0.005p each ("Ordinary Shares")	
	Identification code	GB00BLPHTX84	
b)	Nature of the transaction	Sale of Ordinary Shares	
c)	Price(s) and volume(s)	Price(s)	Volume(s)
		650p	46,154
d)	Aggregated information: · Aggregated volume · Price	As in 4c) above	
e)	Date of the transaction	25 October 2024	
f)	Place of the transaction	London Stock Exchange, AIM Market (XLON)	

1.	Details of the person discharging managerial responsibilities / person closely associated	
a)	Name	Brandon Bichler
2.	Reason for the Notification	
a)	Position/status	PDMR
b)	Initial notification/Amendment	Initial Notification
3.	Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor	
a)	Name	Elixir International plc
b)	LEI	213800MKY7OHMVAKW681

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 0.005p each ("Ordinary Shares")	
	Identification code	GB00BLPHTX84	
b)	Nature of the transaction	Sale of Ordinary Shares	
c)	Price(s) and volume(s)	Price(s)	Volume(s)
		650p	153,846
d)	Aggregated information: · Aggregated volume · Price	As in 4c) above	
e)	Date of the transaction	25 October 2024	
f)	Place of the transaction	London Stock Exchange, AIM Market (XLON)	

1.	Details of the person discharging managerial responsibilities / person closely associated		
a)	Name	Eric Rich	
2.	Reason for the Notification		
a)	Position/status	PDMR	
b)	Initial notification/Amendment	Initial Notification	
3.	Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor		
a)	Name	Elixirr International plc	
b)	LEI	213800MKY7OHMVAKW681	
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 0.005p each ("Ordinary Shares")	
	Identification code	GB00BLPHTX84	
b)	Nature of the transaction	Sale of Ordinary Shares	
c)	Price(s) and volume(s)	Price(s)	Volume(s)
		650p	76,923
d)	Aggregated information: · Aggregated volume · Price	As in 4c) above	
e)	Date of the transaction	25 October 2024	
f)	Place of the transaction	London Stock Exchange, AIM Market (XLON)	

1.	Details of the person discharging managerial responsibilities / person closely associated	
a)	Name	Dieter Halfar
2.	Reason for the Notification	
a)	Position/status	PDMR
b)	Initial notification/Amendment	Initial Notification
3.	Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor	
a)	Name	Elixir International plc
b)	LEI	213800MKY7OHIMVAKW681
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	Ordinary shares of 0.005p each ("Ordinary Shares")
	Identification code	GB00BLPHTX84

b)	Nature of the transaction	Sale of Ordinary Shares	
c)	Price(s) and volume(s)	Price(s)	Volume(s)
		650p	76,923
d)	Aggregated information: · Aggregated volume · Price	As in 4c) above	
e)	Date of the transaction	25 October 2024	
f)	Place of the transaction	London Stock Exchange, AIM Market (XLON)	

1.	Details of the person discharging managerial responsibilities / person closely associated		
a)	Name	Daniel Garsin	
2.	Reason for the Notification		
a)	Position/status	PDMR	
b)	Initial notification/Amendment	Initial Notification	
3.	Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor		
a)	Name	Elixir International plc	
b)	LEI	213800MKY7OHMVAKW681	
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 0.005p each ("Ordinary Shares")	
	Identification code	GB00BLPHTX84	
b)	Nature of the transaction	Sale of Ordinary Shares	
c)	Price(s) and volume(s)	Price(s)	Volume(s)
		650p	7,692
d)	Aggregated information: · Aggregated volume · Price	As in 4c) above	
e)	Date of the transaction	25 October 2024	
f)	Place of the transaction	London Stock Exchange, AIM Market (XLON)	

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