

30 October 2024

Kooth plc
("Kooth" or the "Group")

Director Trading

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

Kooth, a global leader in youth digital mental well-being, provides the following notification of two transactions by persons discharging managerial responsibilities ("PDMR").

On 30 October 2024, Timothy Barker (Chief Executive Officer) purchased 20,000 Ordinary Shares in Kooth at a price of 160p per Ordinary Share at a total value of £32,000. Following the transaction Timothy Barker has a total interest of 861,692 Ordinary Shares, representing 2.30% of the total voting rights.

On 30 October 2024, Sanjay Jawa (Chief Financial Officer) purchased 20,000 Ordinary Shares in Kooth at a price of 160.5p per Ordinary Share at a total value of £32,100. Following the transaction Sanjay Jawa has a total interest of 373,981 Ordinary Shares, representing 1.02% of the total voting rights.

The Notification of Dealing Forms for these transactions are included at the end of this announcement.

Enquiries:

Kooth plc

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About Kooth plc:

Kooth (AIM:KOO) is a global leader in youth digital mental well-being. Our mission is to provide accessible and safe spaces for everyone to achieve better mental health. Our platform is clinically robust and accredited to provide a range of therapeutic support and interventions. All our services are predicated on easy access to make early intervention and prevention a reality.

Kooth is a fully safeguarded and pre-moderated community with a library of peer and professional created content, alongside access to experienced online counsellors. There are no thresholds for support and no waiting lists.

Kooth is the longest standing digital mental health provider to hold a UK-wide accreditation from the British Association of Counselling and Psychotherapy (BACP) and according to NHS England data for 2022/23 is now the largest single access provider for mental health support for under 18s.

In 2021, Kooth began executing on its international expansion strategy, with an initial focus on the US market. This focus is due to the growing recognition of the importance of improving youth mental health in this key global healthcare market, with 1-in-6 people aged 6-17 experiencing a mental health disorder each year.

For more information, please visit www.koothplc.com.

1	Details of the person discharging managerial responsibilities / person closely associated	
a)	Name	Timothy Barker
2	Reason for the notification	
a)	Position/status	Chief Executive Officer
b)	Initial notification /Amendment	Initial notification
3	Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor	
a)	Name	Kooth plc
b)	LEI	2138001YLGO1L8UYOM90
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 £0.05 each GB00BMCZLK30	
b)	Nature of the transaction	Purchase of Ordinary Shares	
c)	Price(s) and volume(s)	Price(s)	Volume(s)
		160p	20,000
d)	Aggregated information - Aggregated volume - Price	Price(s)	Volume(s)
		£32,000	20,000
e)	Date of the transaction	30 October 2024	
f)	Place of the transaction	London Stock Exchange (XLON)	

1	Details of the person discharging managerial responsibilities / person closely associated		
a)	Name	Sanjay Jawa	
2	Reason for the notification		
a)	Position/status	Chief Financial Officer	
b)	Initial notification /Amendment	Initial notification	
3	Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor		
a)	Name	Kooth plc	
b)	LEI	2138001YLG01L8UYOM90	
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 £0.05 each GB00BMCZLK30	
		Purchase of Ordinary Shares	
c)	Price(s) and volume(s)	Price(s)	Volume(s)
		160.5p	20,000
d)	Aggregated information - Aggregated volume - Price	Price(s)	Volume(s)
		£32,100	20,000
e)	Date of the transaction	30 October 2024	
f)	Place of the transaction	London Stock Exchange (XLON)	

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