

6 November 2024

Dotdigital Group plc

("Dotdigital", the "Company" or the "Group")

Grant of Options

dotdigital Group Plc (AIM:DOTD), the leading SaaS provider of an all-in-one customer experience and data platform (CXDP), announces it has granted a total of 2,006,391 options over ordinary shares of 0.5 pence in the Company (the "Options") to certain Directors and PDMRs, pursuant to the dotdigital Performance Share Plan 2017, as set out below.

Name	Position	Number of Options granted	Exercise Price
Milan Patel	Chief Executive Officer	688,389	0.5 p
Alistair Gurney	Chief Financial Officer	413,034	0.5 p
George Kasparian	Company Secretary	75,149	0.5 p

The Options are exercisable subject to continued employment and hitting defined performance targets based on the Company's total shareholder return and earnings per share in the financial year ending 30 June 2027.

In total, the Options represent 0.65% of the Company's total voting rights. Following this grant of Options, the total number of options outstanding in the Company is 11,476,366, representing 3.7% of the Company's total voting rights.

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

1	Details of the person discharging managerial responsibilities / person closely associated	
a)	Name	Milan Patel
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	Dotdigital Group plc
b)	LEI	2138006LZ7HHQ6DWFD42

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 0.5 pence each ISIN: GB00B3W40C23	
b)	Nature of the transaction	Grant of options over Ordinary Shares	
c)	Price(s) and volume(s)	Exercise Price(s)	Volume(s)
		0.5p	688.389
d)	Aggregated information - Aggregated volume - Price	N/A - single transaction	
e)	Date of the transaction	6 November 2024	
f)	Place of the transaction	Off market	

1	Details of the person discharging managerial responsibilities / person closely associated	
a)	Name	Alistair Gurney
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	Dotdigital Group plc

b)	LEI	2138006LZ7HHQ6DWFD42		
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 0.5 pence each ISIN: GB00B3W40C23		
b)	Nature of the transaction	Grant of options over Ordinary Shares		
c)	Price(s) and volume(s)	Exercise Price(s)	Volume(s)	
		0.5p	413,034	
d)	Aggregated information - Aggregated volume - Price	N/A - single transaction		
e)	Date of the transaction	6 November 2024		
f)	Place of the transaction	Off market		

1	Details of the person discharging managerial responsibilities / person closely associated	
a)	Name	George Kasparian
2	Reason for the notification	
a)	Position/status	Company Secretary
b)	Initial notification /Amendment	Initial Notification
3	Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor	

a)	Name	Dotdigital Group plc		
b)	LEI	2138006LZ7HHQ6DWFD42		
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 0.5 pence each ISIN: GB00B3W40C23		
b)	Nature of the transaction	Grant of options over Ordinary Shares		
c)	Price(s) and volume(s)	Exercise Price(s)	Volume(s)	
		0.5p	75,149	
d)	Aggregated information - Aggregated volume - Price	N/A - single transaction		
e)	Date of the transaction	6 November 2024		
f)	Place of the transaction	Off market		

For further information please contact:

Dotdigital Group Plc
Milan Patel, CEO
Alistair Gurney, CFO

Tel: 020 3953 3072
investorrelations@dotdigital.com

Alma Strategic Communications
Hilary Buchanan
David Ison
Kieran Breheny

Tel: 020 3405 0210
dotdigital@almastrategic.com

Canaccord Genuity (Nominated Advisor and Joint Broker)
Bobbie Hilliam, Corporate Finance
Jonathan Barr, Sales

Tel: 020 7523 8000

Cavendish Capital Markets Limited (Joint Broker)
Jonny Franklin Adams, Corporate Finance
Sunila de Silva, Equity Capital Markets

Tel: 020 7220 0500

About Dotdigital

Dotdigital Group plc (AIM: DOTD) is a leading provider of cross-channel marketing automation technology to marketing professionals. Dotdigital's customer experience and data platform (CXDP) combines the power of automation and AI to help businesses deliver hyper-relevant customer experiences at scale. With Dotdigital, marketing teams can unify and enrich their customer data, identify valuable customer segments, and deliver personalised cross-channel customer journeys that result in engagements, conversions, and loyalty.

Founded in 1999, Dotdigital is headquartered in London with offices in Croydon, Manchester, New York, Melbourne, Sydney, Singapore, Tokyo, Amsterdam, Cape Town, and Warsaw. Dotdigital's solutions empower over 4,000 brands across 150 countries.

This information is provided by RNS, the news service of the London Stock Exchange. RNS is approved by the Financial Conduct Authority to act as a Primary Information Provider in the United Kingdom. Terms and conditions relating to the use and distribution of this information may apply. For further information, please contact rns@seg.com or visit www.rns.com.

RNS may use your IP address to confirm compliance with the terms and conditions, to analyse how you engage with the information contained in this communication, and to share such analysis on an anonymised basis with others as part of our commercial services. For further information about how RNS and the London Stock Exchange use the personal data you provide us, please see our [Privacy Policy](#).

END

DSHBUBDBIGGDGSL