#### 13 November 2024

#### XP Factory plc (AIM: XPF)

### ("XP Factory" or the "Company")

## Director/PDMR Shareholding - The XP Factory plc Share Incentive Plan (the "SIP")

As previously announced on 5 February 2021, the SIP is a tax-advantaged all-employee share scheme under which eligible participating employees of XP Factory can elect to purchase ordinary shares of 1.25p each in the Company ("Ordinary Shares") via the SIP trustee using monthly salary deductions. Ordinary Shares acquired in this manner are referred to as "Partnership Shares" and, for each Partnership Share purchased, participants are awarded one further Ordinary Share, known as a "Matching Share", at nil cost.

On 12 November 2024, XP Factory received notification from Link Group, the trustee of the SIP, that, on 10 November 2024, it purchased an aggregate of 6,976 Partnership Shares in the market at a price of 10.75 pence per share on behalf of those Directors / PDMRs set out in the table below. At the same time, these individuals were also awarded (for no consideration) their corresponding Matching Shares.

	Number of Partnership	Number of	Total beneficial holding of Ordinary Shares following these acquisitions	
Director / PDMR	Shares acquired under the SIP on 10 November 2024	Matching Shares acquired under the SIP on 10 November 2024	No. of Ordinary Shares	Approximate % of Company's issued share capital
Richard Harpham	1,395	1,395	942,662	0.54%
Graham Bird	1,395	1,395	1,997,809	1.14%
Andrew Jacobs	1,395	1,395	1,340,845	0.77%
Sarah Lloyd-Baker	1,395	1,395	172,763	0.10%
Joanne Briscoe	1,396	1,396	32,942	0.02%

The following notifications are intended to satisfy the Company's obligations under Article 19(3) of EU Regulation No 596/2014 (the Market Abuse Regulation).

1	Details of the person discharging managerial responsibilities/person closely associated	
3)	Nama	Dichard Hamham

aj	Ivalue	понан парнан		
2	Reason for the notification	tion		
a)	Position/status	Director, Chief Executive Officer		
b)	Initial notification/ Amendment	Initial Notification		
3	Details of the issuer, or auction monitor	emission allowance market partici	pant, auction platform, auctioneer	
a)	Name	XP Factory plc		
b)	LEI	213800CMIYV5Q38P2487	-	
4			) each type of instrument; (ii) each ce where transactions have been	
a)	Description of the financial instrument, type of instrument	Ordinary shares of 1.25 pence ("Sha	ares")	
	Identification code	GB00BDB79J29		
b)	Nature of the transaction	Shares purchased under the "F Company's all-employee Share Incer	Partnership Share" element of the ntive Plan.	
		Price(s)	Volume(s)	
c)	Price(s) and volume(s)	£0.1075	1,395	
d)	Aggregated information - Aggregated volume - Price	Not applicable		
e)	Date of the transaction	10 November 2024		
)	Place of the transaction	London Stock Exchange		
4			e) each type of instrument; (ii) each ce where transactions have been	
a)	Description of the financial instrument, type of instrument	Ordinary shares of 1.25 pence ("Shares")		
	Identification code GB00BDB79J29			
b)	Nature of the transaction	Shares awarded under the "Matching Share" element of the Company's all-employee Share Incentive Plan.		
			Volume(s)	
		Price(s)	voidifie(s)	
c)	Price(s) and volume(s)	Price(s) £0.00	1,395	
c) d)	Price(s) and volume(s)  Aggregated information  - Aggregated volume  - Price		.,	

e)	Date of the transaction	ie transaction   10 November 2024			
f)	Place of the transaction	London Stock Exchange			
1	Details of the person discharging managerial responsibilities/person closely associated				
a)	Name	Graham Bird			
2	Reason for the notification				
a)	Position/status	Director, Chief Financial Officer			
b)	Initial notification/ Amendment	Initial Notification			
3	Details of the issuer, or auction monitor	emission allowance market partici	pant, auction platform, auctioneer		
a)	Name	XP Factory plc			
b)	LEI	213800CMIYV5Q38P2487			
4	Details of the transact type of transaction; ( conducted	ion(s): section to be repeated for (i iii) each date; and (iv) each place	) each type of instrument; (ii) each ce where transactions have been		
Description of the financial instrument, type of instrument  a)  Ordinary shares of 1.25 pence ("Shares")		ares")			
	Identification code	GB00BDB79J29			
b)	Nature of the	Shares purchased under the "Partnership Share" element of the Company's all-employee Share Incentive Plan.			
	transaction				
	transaction				
c)	transaction  Price(s) and volume(s)	Company's all-employee Share Incer	ntive Plan.		
c)		Company's all-employee Share Incer  Price(s)	Volume(s)		
	Price(s) and volume(s)  Aggregated information - Aggregated volume	Company's all-employee Share Incer  Price(s)  £0.1075	Volume(s)		
d)	Price(s) and volume(s)  Aggregated information - Aggregated volume - Price  Date of the transaction	Price(s) £0.1075  Not applicable	Volume(s)		
d) e)	Price(s) and volume(s)  Aggregated information - Aggregated volume - Price  Date of the transaction  Place of the transaction  Details of the transact	Price(s) £0.1075  Not applicable  10 November 2024  London Stock Exchange  ion(s): section to be repeated for (i	Volume(s)		
d) e)	Price(s) and volume(s)  Aggregated information - Aggregated volume - Price  Date of the transaction  Place of the transaction  Details of the transact type of transaction;	Price(s) £0.1075  Not applicable  10 November 2024  London Stock Exchange  ion(s): section to be repeated for (i	Volume(s)  1,395  ) each type of instrument; (ii) each ce where transactions have been		
d) e) f)	Price(s) and volume(s)  Aggregated information - Aggregated volume - Price  Date of the transaction  Place of the transaction  Details of the transact type of transaction; (conducted)  Description of the financial instrument,	Price(s) £0.1075  Not applicable  10 November 2024  London Stock Exchange ion(s): section to be repeated for (iii) each date; and (iv) each place	Volume(s)  1,395  ) each type of instrument; (ii) each ce where transactions have been		
d) e) f)	Price(s) and volume(s)  Aggregated information - Aggregated volume - Price  Date of the transaction  Place of the transaction  Details of the transact type of transaction; (conducted)  Description of the financial instrument, type of instrument	Price(s) £0.1075  Not applicable  10 November 2024  London Stock Exchange  ion(s): section to be repeated for (iii) each date; and (iv) each place  Ordinary shares of 1.25 pence ("Shares of 1.25 pence")	Volume(s)  1,395  ) each type of instrument; (ii) each ce where transactions have been		
d) e) f) 4	Price(s) and volume(s)  Aggregated information - Aggregated volume - Price  Date of the transaction  Place of the transaction  Details of the transaction; (conducted)  Description of the financial instrument, type of instrument  Identification code  Nature of the	Price(s) £0.1075  Not applicable  10 November 2024  London Stock Exchange  ion(s): section to be repeated for (iii) each date; and (iv) each place  Ordinary shares of 1.25 pence ("Shares awarded under the "Matchin	Volume(s)  1,395  ) each type of instrument; (ii) each ce where transactions have been ares")		

C)	Price(s) and volume(s)	£0.00	1,395
d)	Aggregated information - Aggregated volume - Price	Not applicable	
e)	Date of the transaction	10 November 2024	
f)	Place of the transaction	London Stock Exchange	
1	Details of the person of	lischarging managerial responsibil	lities/person closely associated
a)	Name	Andrew Jacobs	
2	Reason for the notifica	ation	
a)	Position/status	PDMR, COO	
b)	Initial notification/ Amendment	Initial Notification	
3	Details of the issuer, e or auction monitor	emission allowance market partici	pant, auction platform, auctioneer
a)	Name	XP Factory plc	
b)	LEI	213800CMIYV5Q38P2487	
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 1.25 pence ("Sha	ares")
	Identification code	GB00BDB79J29	_
b)	Nature of the transaction Shares purchased under the "Partnership Share" element of the Company's all-employee Share Incentive Plan.		
		Price(s)	Volume(s)
c)	Price(s) and volume(s)	£0.1075	1,395
d)	Aggregated information - Aggregated volume - Price	Not applicable	
e)	Date of the transaction	10 November 2024	
f)	Place of the transaction	London Stock Exchange	
4			) each type of instrument; (ii) each ce where transactions have been
	Description of the	Ordinany charact of 1.25 nance ("She	aroe"\

a)	type of instrument	Ciulialy shales of 1.20 pence ( <b>Shales</b> )	
	Identification code	GB00BDB79J29	
b)	Nature of the transaction	Shares awarded under the "Matching Share" element of the Company's all-employee Share Incentive Plan.	
		Price(s)	Volume(s)
c)	Price(s) and volume(s)	£0.00 1,395	
d)	Aggregated information - Aggregated volume - Price	Not applicable	
e)	Date of the transaction	10 November 2024	
f)	Place of the transaction	London Stock Exchange	
1	Details of the person of	lischarging managerial responsibil	lities/person closely associated
a)	Name	Sarah Lloyd-Baker	
2	Reason for the notification		
a)	Position/status	PDMR, CMO	
b)	Initial notification/ Amendment	Initial Notification	
3	Details of the issuer, or auction monitor	emission allowance market partici	pant, auction platform, auctioneer
a)	Name	XP Factory plc	
b)	LEI	213800CMIYV5Q38P2487	
4			i) each type of instrument; (ii) each ce where transactions have been
a)	Description of the financial instrument, type of instrument	Ordinary shares of 1.25 pence ("Shares")	
	Identification code GB00BDB79J29		
b)	Nature of the transaction	Shares purchased under the "Partnership Share" element of the Company's all-employee Share Incentive Plan.	
		Price(s)	Volume(s)
c)	Price(s) and volume(s)	£0.1075	1,395
d)	Aggregated information - Aggregated volume - Price	Not applicable	

e)	Date of the transaction	10 November 2024	
f)	Place of the transaction	London Stock Exchange	
4		ion(s): section to be repeated for (iii) each date; and (iv) each pla	
a)	Description of the financial instrument, type of instrument	Ordinary shares of 1.25 pence ("Shares")	
Identification code GB00BDB79J29			
b)	Nature of the transaction	Shares awarded under the "Matching Share" element of the Company all-employee Share Incentive Plan.	
		Price(s)	Volume(s)
c)	Price(s) and volume(s)	£0.00	1,395
d)	Aggregated information - Aggregated volume - Price	Not applicable	
e)	Date of the transaction	10 November 2024	
f)	Place of the transaction London Stock Exchange		
	i lace of the transaction	London Stock Exchange	
	Trace of the transaction	LONDON STOCK Exchange	
1		discharging managerial responsibi	lities/person closely associated
<b>1</b> a)			lities/person closely associated
	Details of the person of	discharging managerial responsibi	lities/person closely associated
a)	Details of the person of Name	discharging managerial responsibi	
a) 2	Details of the person of Name  Reason for the notification	discharging managerial responsibition	
a) 2 a)	Details of the person of Name  Reason for the notification/status  Initial notification/ Amendment	Joanne Briscoe  ation  PDMR, Group General Counsel, Co	ompany Secretary
a)  2 a) b)	Details of the person of Name  Reason for the notification/status  Initial notification/Amendment  Details of the issuer, of	Joanne Briscoe  ation  PDMR, Group General Counsel, Counties Initial Notification	ompany Secretary
a)  2 a) b)	Details of the person of Name  Reason for the notification/status  Initial notification/Amendment  Details of the issuer, every auction monitor	Joanne Briscoe  ation  PDMR, Group General Counsel, Counties Notification  emission allowance market particing	ompany Secretary
a)  2 a) b) 3 a)	Details of the person of Name  Reason for the notification/status  Initial notification/Amendment  Details of the issuer, or auction monitor  Name  LEI  Details of the transact	Joanne Briscoe  ation  PDMR, Group General Counsel, Counsel Notification  Initial Notification  Price mission allowance market particity  XP Factory plc	ipant, auction platform, auctione
a)  2 a) b) 3 a) b)	Details of the person of Name  Reason for the notification/status  Initial notification/Amendment  Details of the issuer, or auction monitor  Name  LEI  Details of the transact type of transaction; (	Joanne Briscoe  ation  PDMR, Group General Counsel, Countial Notification  Initial Notification  AP Factory plc  213800CMIYV5Q38P2487  ion(s): section to be repeated for (section in the county of th	i) each type of instrument; (ii) eace where transactions have be
a) 2 a) b) 3 a) b)	Details of the person of Name  Reason for the notification/status  Initial notification/Amendment  Details of the issuer, or auction monitor  Name  LEI  Details of the transact type of transaction; (conducted)  Description of the financial instrument,	Joanne Briscoe  ation  PDMR, Group General Counsel, Counsie Initial Notification  emission allowance market particity  XP Factory plc  213800CMIYV5Q38P2487  ion(s): section to be repeated for (iii) each date; and (iv) each place	i) each type of instrument; (ii) eace where transactions have been

		Price(s)	Volume(s)	
c)	Price(s) and volume(s)	£0.1075	1,396	
d)	Aggregated information - Aggregated volume - Price	Not applicable		
e)	Date of the transaction	10 November 2024		
f)	Place of the transaction	London Stock Exchange		
4	Details of the transact type of transaction; ( conducted	tion(s): section to be repeated for (i) each type of instrument; (ii) each (iii) each date; and (iv) each place where transactions have been		
a)	Description of the financial instrument, type of instrument	Ordinary shares of 1.25 pence ("Sha	ires")	
	Identification code	GB00BDB79J29		
b)	Nature of the transaction	Shares awarded under the "Matching Share" element of the Company's all-employee Share Incentive Plan.		
		Price(s)	Volume(s)	
c)	Price(s) and volume(s)	£0.00	1,396	
d)	Aggregated information - Aggregated volume - Price	Not applicable		
e)	Date of the transaction	10 November 2024		
f)	Place of the transaction	London Stock Exchange		

# Enquiries:

XP Factory Plc +44 (0) 20 7846 3322

https://www.xpfactory.com/

Richard Harpham (Chief Executive Officer)

Graham Bird (Chief Financial Officer)

Kam Bansil (Investor Relations)

Singer Capital Markets, NOMAD and Broker +44 (0) 20 7496 3000

https://www.singercm.com/

Peter Steel

Alaina Wong

James Todd

IFC Advisory - Financial PR

+44 (0) 20 3934 6630

https://www.investor-focus.co.uk/

Graham Herring

Florence Chandler

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 <a href="mailto:rns@lseg.com">rns@lseg.com</a> or visit <a href="mailto:www.ms.com">www.ms.com</a>.

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** 

DSHBTBRTMTJBBBI