

# Feedback Plc

### Director/PDMR shareholding

Feedback plc (AIM: FDBK, "Feedback" or the "Company"), the clinical infrastructure specialistannounces that on 29 November 2024 the Company was notified of the following Directors' dealing(s) in the Company's ordinary shares of 1 penny each ("Ordinary Shares"):

Rory Shaw, Non-Executive Chairman, has purchased 49,261 Ordinary Shares at a price of 20.3 pence per Ordinary Share.

Philipp Prince, Non-Executive Director, has purchased 35,469 Ordinary Shares at a price of 20.2 pence per Ordinary Share. He has also sold 20,232 Ordinary Shares at a price of 19.6 pence per Ordinary Share. This was done to move the holding from a SIPP to an ISA.

Details of the Ordinary Shares held are detailed in the table below:

| Director/<br>PDMR | Position                      | Existing<br>interest in<br>Ordinary<br>Shares | Ordinary<br>Shares<br>purchased | Ordinary<br>Shares sold | Total<br>beneficial<br>interest in<br>Ordinary<br>Shares | Total interest<br>in<br>Company's<br>issued share<br>capital |
|-------------------|-------------------------------|---|---------------------------------|-------------------------|--|--|
| Rory Shaw         | Non-<br>Executive<br>Chairman | 103,573                                       | 49,261                          | -                       | 152,834  | 0.35%  |
| Philipp<br>Prince | Non-<br>Executive<br>Director | 24,763  | 35,469                          | 20,232                  | 40,000   | 0.09%  |

The notification set out below, provides further details of such dealings:

|    |   |  |
|----|---|--|
| 1  | Details of the person discharging managerial responsibilities / person closely associated   |  |
| a) | Names   | Rory Shaw<br>Philipp Prince                      |
| 2  | Reason for the notification   |  |
| a) | Position/status   | Non-Executive Chairman<br>Non-Executive Director |
| b) | Initial notification /Amendment   | Initial notification                             |
| 3  | Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor   |  |
| a) | Name  | Feedback plc                                     |
| b) | LEI   | 213800UGOF2GT2U2RV90                             |
| 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 penny each in Feedback plc  |

|               | Identification code  | GB00BJN59X09   |          |           |       |        |               |                 |
|---------------|--|--|----------|-----------|-------|--------|---------------|-----------------|
| b)            | Nature of the transaction  | Purchase of Ordinary Shares<br>Purchase of Ordinary Shares / Sale of Ordinary Shares   |          |           |       |        |               |                 |
| c)            | Price(s) and volume(s)   | <table><tr><th>Price(s)</th><th>Volume(s)</th></tr><tr><td>20.3p</td><td>49,261</td></tr><tr><td>20.2p / 19.6p</td><td>35,469 / 20,232</td></tr></table> | Price(s) | Volume(s) | 20.3p | 49,261 | 20.2p / 19.6p | 35,469 / 20,232 |
| Price(s)      | Volume(s)  |  |          |           |       |        |               |                 |
| 20.3p         | 49,261   |  |          |           |       |        |               |                 |
| 20.2p / 19.6p | 35,469 / 20,232  |  |          |           |       |        |               |                 |
| d)            | Aggregated information<br><br>- Aggregated volume<br><br>- Price | n/a  |          |           |       |        |               |                 |
| e)            | Date of the transaction  | 28 November 2024<br>29 November 2024   |          |           |       |        |               |                 |
| f)            | Place of the transaction   | London Stock Exchange, AIM Market (XLON)   |          |           |       |        |               |                 |

#### Enquiries:

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#### About Feedback

Feedback plc helps clinical teams to make better decisions faster for patients. We design products that enhance clinician access to patient data and to their colleagues. Our unique approach centres around individual patient episodes, into which we pull relevant clinical data from hospital systems and around which we build remote clinical teams for collaboration. As a result, we produce a digital infrastructure that makes patient data available to clinicians in multiple settings, in a format that enables them to meaningfully interact with it, providing flexibility to clinicians and free movement of patients between provider settings - clinicians can practice from anywhere and patients can attend any care provider for treatment, with greater connectivity across organisations.

Our products Bleepa® and CareLocker® work together to deliver unparalleled value to our customers. Bleepa® is our application layer and sits on top of CareLocker® as our data layer. Bleepa® is a clinician facing platform that displays clinical results from a patient's CareLocker® at a certified and regulated quality, that is suitable for clinical use and enables dialogue on a patient-by-patient basis with colleagues through a secure, auditable chat interface that links back to the patient medical record. The CareLocker® data storage model is built around the patient. Our vision is one where relevant clinical data is always available to the patient as well as to any care setting that they may attend - a federated data architecture with the patient as the tenant.

The Company has a number of growth opportunities domestically and internationally across a range of markets including the NHS and private healthcare providers and its highly scalable Software as a Service ("SaaS")-based model is expected to provide increasing levels of revenue visibility as the Company grows its customer base.

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