RNS Number: 2565Q XP Factory PLC 16 December 2024

16 December 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 13 December 2024, XP Factory received notification from Link Group, the trustee of the SIP, that, on 11 December 2024, it purchased an aggregate of 5,339 Partnership Shares in the market at a price of 14.05 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 11 December 2024	Matching Shares acquired under the SIP on 11 December 2024	No. of Ordinary Shares	Approximate % of Company's issued share capital	
Richard Harpham	1,068	1,068	944,798	0.54%	
Graham Bird 1,068		1,068	1,999,945	1.14%	
Andrew Jacobs	Andrew Jacobs 1,068		1,342,981	0.77%	
Sarah Lloyd-Baker 1,068		1,068	174,899	0.10%	
Joanne Briscoe	1,067	1,067	35,076	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	

or auction monitor Name El Details of the transacti	Director, Chief Executive Officer Initial Notification Pemission allowance market particip XP Factory plc 213800CMIYV5Q38P2487 Ion(s): section to be repeated for (iiii) each date; and (iv) each place Ordinary shares of 1.25 pence ("Shared GB00BDB79J29)) each type of instrument; (ii) each ce where transactions have been		
nitial notification/ Amendment Details of the issuer, errauction monitor Name LEI Details of the transaction; (inconducted) Description of the inancial instrument, type of instrument dentification code	Initial Notification emission allowance market particip XP Factory plc 213800CMIYV5Q38P2487 ion(s): section to be repeated for (i iii) each date; and (iv) each place Ordinary shares of 1.25 pence ("Sha) each type of instrument; (ii) each ce where transactions have been		
Amendment Details of the issuer, error auction monitor Name Lel Details of the transaction; (isonducted Description of the inancial instrument, type of instrument dentification code Nature of the	emission allowance market participal XP Factory plc 213800CMIYV5Q38P2487 ion(s): section to be repeated for (iiii) each date; and (iv) each place Ordinary shares of 1.25 pence ("Shares) each type of instrument; (ii) each ce where transactions have been		
Details of the transaction; (inconducted) Description of the inancial instrument, the properties of the inancial instrument of the inancial instrument.	XP Factory plc 213800CMIYV5Q38P2487 ion(s): section to be repeated for (iiii) each date; and (iv) each place Ordinary shares of 1.25 pence ("Shares)) each type of instrument; (ii) each ce where transactions have been		
Details of the transaction; (iconducted Description of the inancial instrument, the open of instrument dentification code	213800CMIYV5Q38P2487 ion(s): section to be repeated for (iiii) each date; and (iv) each place Ordinary shares of 1.25 pence ("Sha	ce where transactions have been		
Details of the transactions (in conducted) Description of the inancial instrument, the properties of the instrument of t	ion(s): section to be repeated for (iii) each date; and (iv) each place Ordinary shares of 1.25 pence ("Sha	ce where transactions have been		
ype of transaction; (iconducted Description of the inancial instrument, ype of instrument dentification code	Ordinary shares of 1.25 pence ("Sha	ce where transactions have been		
nancial instrument, ype of instrument dentification code		ares")		
Nature of the	GB00BDB79J29			
	Shares purchased under the "Partnership Share" element of the Company's all-employee Share Incentive Plan.			
	Price(s)	Volume(s)		
Price(s) and volume(s)	£0.1405	1,068		
Aggregated Information Aggregated volume Price	Not applicable			
Date of the transaction	11 December 2024			
Place of the transaction	London Stock Exchange			
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				
Description of the inancial instrument, ype of instrument	Ordinary shares of 1.25 pence ("Sha	ares")		
dentification code	GB00BDB79J29			
Nature of the ransaction	Shares awarded under the "Matching Share" element of the Company's all-employee Share Incentive Plan.			
	Price(s)	Volume(s)		
Price(s) and volume(s)	£0.00	1,068		
Aggregated nformation Aggregated volume	Not applicable			
Oir Dir	Aggregated volume Price ate of the transaction ace of the transaction etails of the transact pe of transaction; (conducted escription of the nancial instrument, pe of instrument entification code ature of the ansaction rice(s) and volume(s)	Aggregated volume Price ate of the transaction Independent and the transaction according to the transaction according to the transaction; (iii) each date; and (iv) each place according to the transaction; (iii) each date; and (iv) each place according to the transaction; (iii) each date; and (iv) each place according to the transaction; (iii) each date; and (iv) each place according to the transaction according to th		

еј	Date of the transaction	I I December 2024				
f)	Place of the transaction London Stock Exchange					
1	Details of the person of	discharging managerial responsibil	lities/person closely associated			
a)	Name	Graham Bird				
2	Reason for the notification					
a)	Position/status	Director, Chief Financial Officer	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			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					
b)	Nature of the transaction	Shares purchased under the "Partnership Share" element of the Company's all-employee Share Incentive Plan.				
c)	Price(s) and volume(s)	Price(s)	Volume(s)			
c)	Frice(s) and volume(s)	£0.1405	1,068			
d)	Aggregated information - Aggregated volume - Price	Not applicable				
e)	Date of the transaction	11 December 2024				
f)	Place of the transaction	London Stock Exchange				
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 ("Shares")				
	Identification code	GB00BDB79J29				
b)	Nature of the transaction	Shares awarded under the "Matchir all-employee Share Incentive Plan.	ng Share" element of the Company's			

c)	Price(s) and volume(s)	£0.00	1,068		
d)	Aggregated information - Aggregated volume - Price	Not applicable			
e)	Date of the transaction	11 December 2024			
f)	Place of the transaction	London Stock Exchange			
1	Details of the person of	lischarging managerial responsibi	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, emission allowance market participant, auction platform, auctioneer or auction monitor				
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 ("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)	£0.1405	1,068		
d)	Aggregated information - Aggregated volume - Price	Not applicable			
e)	Date of the transaction	11 December 2024			
f)	Place of the transaction	London Stock Exchange			
4			e) each type of instrument; (ii) each ce where transactions have been		
	Description of the financial instrument	Ordinany shares of 1.75 pence ("Sh	aroc")		

a)	type of instrument	Ordinary strates of 1.20 perioe (Strates)				
	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	1,068			
d)	Aggregated information - Aggregated volume - Price	Not applicable				
e)	Date of the transaction	11 December 2024				
f)	Place of the transaction	London Stock Exchange				
1	Details of the person of	discharging managerial responsibil	lities/person closely associated			
a)	Name	Sarah Lloyd-Baker				
2	Reason for the notifica	ation				
a)	Position/status	PDMR, CMO				
b)	Initial notification/ Amendment	Initial Notification				
3	Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor					
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 "Partnership Share" element of the Company's all-employee Share Incentive Plan.				
		Price(s)	Volume(s)			
c)	Price(s) and volume(s)	£0.1405	1,068			
d)	Aggregated information - Aggregated volume - Price	Not applicable				

e)	Date of the transaction	11 December 2024			
f)	Place of the transaction	London Stock Exchange			
4	Details of the transact type of transaction; (conducted	ion(s): section to be repeated for (iii) each date; and (iv) each pla	(i) each type of instrument; (ii) ea		
a)	Description of the financial instrument, type of instrument	Ordinary shares of 1.25 pence ("Sh	nares")		
	Identification code	GB00BDB79J29			
b)	Nature of the transaction	Shares awarded under the "Matchi all-employee Share Incentive Plan.	ing Share" element of the Compan		
		Price(s)	Volume(s)		
c)	Price(s) and volume(s)	£0.00	1,068		
		20.00	1,000		
d)	Aggregated information - Aggregated volume - Price	Not applicable			
e)	Date of the transaction	11 December 2024			
		London Stock Exchange			
f)	Place of the transaction	London Stock Exchange			
f) 1		London Stock Exchange	ilities/person closely associated		
			ilities/person closely associated		
1	Details of the person of	discharging managerial responsibition	ilities/person closely associated		
1 a)	Details of the person of Name	discharging managerial responsibition			
1 a) 2	Details of the person of Name Reason for the notification	discharging managerial responsibition			
1 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		
1 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, Countries Initial Notification	ompany Secretary		
1 a) 2 a) b) 3	Details of the person of Name Reason for the notifical Position/status Initial notification/ Amendment Details of the issuer, or auction monitor	Joanne Briscoe ation PDMR, Group General Counsel, Counsel, Initial Notification emission allowance market partic	ompany Secretary		
1 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, Counties Notification emission allowance market partice XP Factory plc	ipant, auction platform, auctione		
1 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, Counties Initial Notification emission allowance market partice XP Factory plc 213800CMIYV5Q38P2487 ion(s): section to be repeated for (ipant, auction platform, auctions (i) each type of instrument; (ii) each where transactions have be		
1 a) 2 a) b) 3 a) b) 4	Details of the person of Name Reason for the notifical Position/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, Counsel, Initial Notification emission allowance market partice XP Factory plc 213800CMIYV5Q38P2487 ion(s): section to be repeated for (iii) each date; and (iv) each pla	ipant, auction platform, auctione (i) each type of instrument; (ii) each where transactions have be		

c)	Price(s) and volume(s)	Price(s)	Volume(s)			
Ο,	Theo(e) and tolario(e)	£0.1405	1,067			
d)	Aggregated information - Aggregated volume - Price	Not applicable				
e)	Date of the transaction	11 December 2024				
f)	Place of the transaction	London Stock Exchange				
4	Details of the transact type of transaction; (conducted	ion(s): section to be repeated for (i iii) each date; and (iv) each plac	e 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.				
		Price(s) Volume(s)				
c)	Price(s) and volume(s)	£0.00	1,067			
		20.00	1,007			
d)	Aggregated information - Aggregated volume - Price	Not applicable				
e)	Date of the transaction	11 December 2024				
f)	Place of the transaction	London Stock Exchange				

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