

Date: 19 December 2024

**Future plc
(the "Company")**

Director/PDMR holding

Deferred Annual Bonus Scheme (DABS)

On 18 December 2024, in accordance with the provisions of the Company's approved Remuneration Policy, the Company granted the following options or conditional awards over Ordinary Shares of 15p each. The DABS Award will vest two years from the date of the bonus payment, at no cost to the participant, in accordance with the rules of the DABS.

1	Details of the person discharging managerial responsibilities / person closely associated					
a)	Name	Jon Steinberg				
2	Reason for the notification					
a)	Position/status	Chief Executive Officer (PDMR)				
b)	Initial notification /Amendment	Initial notification				
3	Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor					
a)	Name	Future plc				
b)	LEI	213800K2581YRLEXV353				
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 15p each GB00BYZN9041				
b)	Nature of the transaction	Grant of options over Future plc ordinary shares under the DABS. The award will vest on 18 December 2026 or the first Dealing Day thereafter.				
c)	Price(s) and volume(s)	<table border="1" style="width: 100%;"> <tr> <td style="width: 50%;">Price(s)</td> <td style="width: 50%;">Volume(s)</td> </tr> <tr> <td>Nil</td> <td>24,610</td> </tr> </table>	Price(s)	Volume(s)	Nil	24,610
Price(s)	Volume(s)					
Nil	24,610					
d)	Aggregated information - Aggregated volume - Price	N/A (single transaction)				

e)	Date of the transaction	18 December 2024
f)	Place of the transaction	London

1	Details of the person discharging managerial responsibilities / person closely associated					
a)	Name	Sharjeel Suleman				
2	Reason for the notification					
a)	Position/status	Chief Financial Officer (PDMR)				
b)	Initial notification /Amendment	Initial notification				
3	Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor					
a)	Name	Future plc				
b)	LEI	213800K2581YRLEXV353				
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 15p each GB00BYZN9041				
b)	Nature of the transaction	Grant of conditional awards over Future plc ordinary shares under the DABS. The award will vest on 18 December 2026 or the first Dealing Day thereafter.				
c)	Price(s) and volume(s)	<table border="1"> <thead> <tr> <th>Price(s)</th> <th>Volume(s)</th> </tr> </thead> <tbody> <tr> <td>Nil</td> <td>9,458</td> </tr> </tbody> </table>	Price(s)	Volume(s)	Nil	9,458
Price(s)	Volume(s)					
Nil	9,458					
d)	Aggregated information - Aggregated volume - Price	N/A (single transaction)				
e)	Date of the transaction	18 December 2024				
f)	Place of the transaction	London				

Enquiries:

David Bateson
Company Secretary
Future plc
Tel: 01225 442244

LEI: 213800K2581YRLEXV353

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