

19 December 2024

**VIDENDUM PLC**

**Notification of Transactions of Directors and Persons Discharging Managerial Responsibility (PDMRs)**

**Long Term Incentive Plan ("LTIP") - December 2024 Award**

Videndum plc ("the Company") announces that on 18 December 2024 the following award of ordinary shares of 20 pence each were made under the Company's LTIP to the Chairman, Stephen Harris.

Name	Position	Award of 2024 LTIP shares
Stephen Harris	Chairman	200,000

Subject to satisfaction of performance conditions, the award made under the LTIP will vest on the second anniversary of the award - being 18 December 2026.

**Additional Context: Executive Chairman Role and Remuneration**

As part of Stephen Harris' new role as Executive Chairman, he has agreed with the Remuneration Committee to receive a salary of £250,000 per annum and an LTIP award of 200,000 in 2024 and in 2025.

This remuneration structure aligns Stephen Harris' remuneration with long-term shareholder interests and demonstrates his dedication to fostering sustainable growth and shareholder value.

**Jon Bolton**  
**Group Company Secretary**  
020 8332 4600

Videndum is a leading global provider of premium branded hardware products and software solutions to the content creation market.

Videndum's customers include broadcasters, film studios, production and rental companies, photographers, independent content creators ("ICC"), professional musicians and enterprises. Our product portfolio includes camera supports, video transmission systems and monitors, live streaming solutions, smartphone accessories, robotic camera systems, prompters, LED lighting, mobile power, carrying solutions, backgrounds, audio capture, and noise reduction equipment.

We employ around 1,600 people across the world in ten different countries. Videndum plc is listed on the London Stock Exchange, ticker: VID.

More information can be found at: <https://videndum.com/>

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