

ELIXIRR INTERNATIONAL PLC
("Elixir", the "Company" or "Group")

Director/PDMR Shareholding

Elixir International plc (AIM:ELIX), an established, global, award-winning, challenger consultancy, announces the exercise of options over 112,200 ordinary shares in the capital of the Company ("Ordinary Shares") by Daniel Garsin, Partner & PDMR, at an exercise price of 43.365p per share. These options were granted in May 2020.

This exercise has been satisfied from existing shares held in the Elixir International plc Employee Benefit Trust and as a result there is no dilution in the equity of the Company. No shares are being sold by Daniel to cover the exercise price.

Following the exercise, Daniel holds a total of 326,363 Ordinary Shares representing approximately 0.68% of the Company's issued share capital.

Enquiries:

For enquiries, please refer to our Investor Contacts page:

<https://www.elixirr.com/investors/investor-contacts>

Elixir International plc

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Stephen Keys, Callum Davidson (Corporate Finance),

Sunila De Silva (ECM)

About Elixir International plc

Elixir is an award-winning global consulting firm working with clients across a diverse range of industries, markets and geographies.

Founded in 2009, the firm set out to be the 'challenger consultancy' and do things differently than the large corporate consultancies dominating the industry: working openly and collaboratively with clients from start to finish, delivering outcomes based on innovative thinking, not methodology, and treating each client's business like their own. Elixir has been quoted on the AIM market of the London Stock Exchange since 2020. In addition to strong organic growth, Elixir has acquired seven boutique firms - Den Creative, Coast Digital, The Reteam Group, iOLAP, Responsum, Insigniam and Hypothesis - to grow the Group's capabilities, diversify the business, expand into new geographies and access new clients.

Notification and public disclosure of transactions by persons discharging managerial responsibilities and persons closely associated with them

1.	Details of the person discharging managerial responsibilities / person closely associated	
a)	Name	Daniel Garsin
2.	Reason for the Notification	
a)	Position/status	Partner & PDMR
b)	Initial notification/Amendment	Initial Notification
3.	Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor	
a)	Name	Elixir International plc
b)	LEI	213800MKY7OHMVAKW681

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 0.005p each ("Ordinary Shares")	
	Identification code	GB00BLPHTX84	
b)	Nature of the transaction	Exercise of options over Ordinary Shares	
c)	Price(s) and volume(s)	Exercise Price(s)	Volume(s)
		43.365p	112,200
d)	Aggregated information: • Aggregated volume • Price	N/A - single transaction	
e)	Date of the transaction	20 December 2024	
f)	Place of the transaction	Off market transaction	

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