

7 January 2025

**VIDENDUM PLC**

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

**Long Term Incentive Plan ("LTIP") - January 2025 Award**

Videndum plc ("the Company") announces that on 6 January 2025 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 2025 LTIP shares |
|----------------|----------|---------------------------|
| Stephen Harris | Chairman | 200,000                   |

Subject to satisfaction of performance conditions, the award made under the LTIP will vest on the 18 December 2026. This award is in addition to the award made on 18 December 2024 to Stephen Harris.

**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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