### 14 January 2025

### 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 14 January 2025, XP Factory received notification from Link Group, the trustee of the SIP, that, on 13 January 2025, it purchased an aggregate of 5,681 Partnership Shares in the market at a price of 13.1999 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 13 January 2025	Matching Shares acquired under the SIP on 13 January 2025	No. of Ordinary Shares	Approximate % of Company's issued share capital		
Richard Harpham	1,136	1,136	947,070	0.54%		
Graham Bird	1,136	1,136	2,002,217	1.14%		
Andrew Jacobs	1,136	1,136	1,345,253	0.77%		
Sarah Lloyd-Baker	1,136	1,136	177,171	0.10%		
Joanne Briscoe	1,137	1,137	37,350	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 of	lischarging managerial responsibilities/person closely associated

aj	Name	понац пациан					
2	Reason for the notification						
a)	Position/status	Director, Chief Executive 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 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 "P Company's all-employee Share Incen	artnership Share" element of the tive Plan.				
		Price(s)	Volume(s)				
c)	Price(s) and volume(s)	£0.131999 1,136					
d)	Aggregated information - Aggregated volume - Price	Not applicable					
e)	Date of the transaction	13 January 2025					
f)	Place of the transaction	London Stock Exchange					
4			e 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 awarded under the "Matchir all-employee Share Incentive Plan.	ng Share" element of the Company's				
		Price(s)	Volume(s)				
c)	Price(s) and volume(s)	£0.00	1,136				
d)	Aggregated information - Aggregated volume - Price	Not applicable					
٠,	Data of the transaction	12 January 2005					

ej	Date of the transaction	13 January 2023				
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			i) 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 "P Company's all-employee Share Incer				
c)	Price(s) and volume(s)	Price(s)	Volume(s)			
<u> </u>	Title(s) and volume(s)	£0.131999	1,136			
d)	Aggregated information - Aggregated volume - Price	Not applicable				
e)	Date of the transaction	13 January 2025				
f)	Place of the transaction	London Stock Exchange				
4			i) 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 awarded under the "Matchir all-employee Share Incentive Plan.	ng Share" element of the Company's			

C)	Price(s) and volume(s)	£0.00	1,136			
d)	Aggregated information - Aggregated volume - Price	Not applicable				
e)	Date of the transaction	13 January 2025				
f)	Place of the transaction	ondon Stock Exchange				
1	Details of the person of	lischarging managerial responsibi	lities/person closely associated			
a)	Name	Andrew Jacobs				
2	Reason for the notification	ation				
a)	Position/status	PDMR, COO	_			
b)	Initial notification/ Amendment	Initial Notification				
3	Details of the issuer, e or auction monitor	emission allowance market partici	pant, auction platform, auctioneer			
a)	Name	XP Factory plc				
b)	LEI	213800CMIYV5Q38P2487				
4		e transaction(s): section to be repeated for (i) each type of instrument; (ii) each saction; (iii) each date; and (iv) each place where transactions have been				
a)	Description of the financial instrument, type of instrument	Ordinary shares of 1.25 pence ("Sh	ares")			
-	Identification code	GB00BDB79J29				
b)	Nature of the transaction	Shares purchased under the "F Company's all-employee Share Incer	Partnership Share" element of the ntive Plan.			
۵)	Drice(s) and anti-mes(s)	Price(s)	Volume(s)			
c)	Price(s) and volume(s)	£0.131999	1,136			
d)	Aggregated information - Aggregated volume - Price	Not applicable				
e)	Date of the transaction	13 January 2025				
f)	Place of the transaction	London Stock Exchange				
4			i) each type of instrument; (ii) each ce where transactions have been			
	Description of the	Ordinan, charge of 1.25 pence (" <b>Sh</b>	aroc"\			

a)	type of instrument	Crumary shares or 1.20 pende ( <b>Unates</b> )					
	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				
		Price(s)	Volume(s)				
c)	Price(s) and volume(s)	£0.00 1,136					
d)	Aggregated information - Aggregated volume - Price	Not applicable					
e)	Date of the transaction	13 January 2025					
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	fication					
a)	Position/status	PDMR, CMO	PDMR, CMO				
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			i) 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 "P Company's all-employee Share Incer	Partnership Share" element of the ntive Plan.				
		Price(s)	Volume(s)				
c)	Price(s) and volume(s)	£0.131999	1,136				
d)	Aggregated information - Aggregated volume - Price	Not applicable					

e)	Date of the transaction	13 January 2025	
f)	Place of the transaction	London Stock Exchange	
4		ion(s): section to be repeated for ( iii) each date; and (iv) each pla	
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	1.136
		20.00	1,100
d)	Aggregated information - Aggregated volume - Price	Not applicable	
e)	Date of the transaction	13 January 2025	
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 Joanne Briscoe	ilities/person closely associated
<b>1</b> a)	Details of the person of Name	discharging managerial responsibition Joanne Briscoe	
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, Counties 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 particular	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, Counsel Initial Notification  emission allowance market particular Support Counsel	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, Counsie Initial Notification  Amount of the process of the	ipant, auction platform, auctione  (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, Counsie Initial Notification  Emission allowance market particular 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)	
,		£0.131999	1,137	
d)	Aggregated information - Aggregated volume - Price	Not applicable		
e)	Date of the transaction	13 January 2025		
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 ("Sha	nres")	
	Identification code	GB00BDB79J29		
b)	Nature of the transaction	Shares awarded under the "Matching Share" element of the Com all-employee Share Incentive Plan.		
		Price(s)	Volume(s)	
c)	Price(s) and volume(s)	Price(s)	Volume(s)	
c)	Price(s) and volume(s)	<b>Price(s)</b> £0.00	<b>Volume(s)</b> 1,137	
c) 	Price(s) and volume(s)  Aggregated information  - Aggregated volume  - Price	` '		
	Aggregated information - Aggregated volume	£0.00		

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