

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

Director/PDMR Shareholding

Elixir International plc (AIM:ELIX), an established, global, award-winning, challenger consultancy, announces that on 14 January 2025, Ian Ferguson, Co-Founder and board adviser, transferred 259,613 ordinary shares of 0.005 pence each in the capital of the Company ("Ordinary Shares") to his wife for nil consideration.

Following this transfer, Ian Ferguson's beneficial interest remains unchanged at 2,240,383 Ordinary Shares, representing approximately 4.6% per cent. of the Company's issued share capital. For the purposes of the Market Abuse Regulation, this figure includes those Ordinary Shares held by his "persons closely associated".

Enquiries:

For enquiries, please refer to our Investor Contacts page:

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

Elixir International plc

+44 (0)20 7220 5410

Stephen Newton, Chief Executive Officer

Graham Busby, Deputy Chief Executive Officer

Nick Willott, Chief Financial Officer and Company Secretary

investor-relations@elixirr.com

Cavendish Capital Markets Ltd (Nominated Adviser & Joint Broker) +44 (0)20 7220 0500

Stephen Keys, Callum Davidson, Isaac Hooper (Corporate Finance),

Sunila De Silva (ECM)

Peel Hunt LLP (Joint Broker)

+44 (0)20 7418 8900

Neil Patel, Ben Cryer, Alice Lane, Kate Bannatyne

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	Ian Ferguson		
2.	Reason for the Notification			
a)	Position/status	Co-Founder and Board Adviser		
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	Transfer of shares to spouse for nil consideration		
c)	Price(s) and volume(s)	Exercise Price(s)	Volume(s)	

		<table><tr><td>Nil consideration</td><td>259,613</td></tr></table>	Nil consideration	259,613
Nil consideration	259,613			
d)	Aggregated information: · Aggregated volume · Price	N/A - single transaction		
e)	Date of the transaction	14 January 2025		
f)	Place of the transaction	Off market transaction		

1.	Details of the person discharging managerial responsibilities / person closely associated		
a)	Name	Amanda Ferguson	
2.	Reason for the Notification		
a)	Position/status	Wife of Ian Ferguson, Co-Founder and Board Adviser of Elixirr International plc	
b)	Initial notification/Amendment	Initial Notification	
3.	Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor		
a)	Name	Elixirr 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	Transfer of shares from spouse for nil consideration	
c)	Price(s) and volume(s)	Exercise Price(s)	Volume(s)
		Nil consideration	259,613
d)	Aggregated information: · Aggregated volume · Price	N/A - single transaction	
e)	Date of the transaction	14 January 2025	
f)	Place of the transaction	Off market transaction	

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