TR-1: Standard form for notification of major holdings

| | TR-1: Sta | andard form fo | r notification o | of major hold | ings |
|--|--|---|-----------------------------------|---|------------------------|
| 1. Issuer Details | 3 | | | | |
| ISIN | | | | | |
| GB00B3W40C2 | 3 | | | | |
| Issuer Name | | | | | |
| DOTDIGITAL GR | OUP PLC | | | | |
| UK or Non-UK | Issuer | | | | |
| UK | | | | | |
| 2. Reason for No | otification | | | | |
| An acquisition or | r disposal of v | oting rights | | | |
| 3. Details of pers | son subject t | o the notifica | tion obligatio | n | |
| Name | | | | | |
| Octopus Investr | nents Limited | | | | |
| City of register | ed office (if a | applicable) | | | |
| London | | | | | |
| Country of regi | stered office | (if applicable |) | | |
| England | | | | | |
| 4. Details of the | shareholder | | | | |
| Full name of sh obligation, abo | = - |) if different f | rom the pers | on(s) subje | ct to the notification |
| | | | | | |
| City of register | ed office (if | applicable) | | | |
| | | | | | |
| Country of regi | istered office | (if applicable | 2) | | |
| | | | | | |
| 5. Date on which | the thresho | old was crosse | ed or reached | | |
| 15-Jan-2025 | | | | | |
| 6. Date on which | Issuer notif | fied | | | |
| 16-Jan-2025 | | | | | |
| 7. Total position | s of person(s | s) subject to | the notification | on obligatior | |
| | % of voting rights attached to shares (total of 8.A) | % of voting rights through financial instruments (total of 8.B 1 + 8.B 2) | Total of both in % (8.A + 8.B) | Total number of voting rights held in issuer | |
| Resulting situation on the date on which | 12.990000 | 0.000000 | 12.990000 | 39871538 | |

threshold was crossed or reached

| D 111 6 | | | | |
|----------------------|-----------|----------|-----------|--|
| Position of previous | | | | |
| notification (if | 13.110000 | 0.000000 | 13.110000 | |
| applicable) | | | | |

8. Notified details of the resulting situation on the date on which the threshold was crossed or reached

8A. Voting rights attached to shares

| Class/Type of shares ISIN code(if possible) | Number of direct voting rights (DTR5.1) | Number of indirect voting rights (DTR5.2.1) | % of direct voting rights (DTR5.1) | % of indirect voting rights (DTR5.2.1) |
|---|---|---|------------------------------------|--|
| GB00B3W40C23 | 0 | 39871538 | 0.000000 | 12.990000 |
| Sub Total 8.A | 39871538 | | 12.990000 |)% |

8B1. Financial Instruments according to (DTR5.3.1R.(1) (a))

| Type of financial instrument | Expiration date | Exercise/conversion period | Number of voting rights that may be acquired if the instrument is exercised/converted | % of voting rights |
|------------------------------|-----------------|----------------------------|---|--------------------|
| | | | | |
| Sub Total 8.B1 | | | | |

8B2. Financial Instruments with similar economic effect according to (DTR5.3.1R.(1) (b))

| Type of financial instrument | Exercise/conversion period | Physical or cash settlement | % of voting rights |
|------------------------------|--------------------------------|-----------------------------|--------------------|
| | | | |
| Sub Total 8.B2 | | | |

9. Information in relation to the person subject to the notification obligation

2. Full chain of controlled undertakings through which the voting rights and/or the financial instruments are effectively held starting with the ultimate controlling natural person or legal entities (please add additional rows as necessary)

| - 1 | Ultimate controlling person | Name of controlled | rights if it equals | % of voting rights through financial instruments if it equals or is higher than the notifiable threshold | Total of both if it equals or is higher than the notifiable threshold |
|-----|--------------------------------|-----------------------------------|---------------------|--|--|
| | Octopus Capital Limited | Octopus Investments Limited | 12.990000 | 0.000000 | 12.990000% |

10. In case of proxy voting

| Name of the | proxy holder | |
|-------------|--------------|--|
|-------------|--------------|--|

The number and % of voting rights held

The date until which the voting rights will be held

11. Additional Information

12. Date of Completion

16/01/2025

13. Place Of Completion

33 Holborn, EC1N 2HT

This information is provided by RNS, the news service of the London Stock Exchange. RNS is approved by the Financial Conduct Authority to act as a Primary Information Provider in the United Kingdom. Terms and conditions relating to the use and distribution of this information may apply. For further information, please contact ms.com.

RNS may use your IP address to confirm compliance with the terms and conditions, to analyse how you engage with the information contained in this communication, and to share such analysis on an anonymised basis with others as part of our commercial services. For further information about how RNS and the London Stock Exchange use the personal data you provide us, please see our Privacy Policy.

END

HOLUNONRVSUAAAR