

28 January 2025

Dotdigital Group plc
("Dotdigital", the "Company", or the "Group")

Directorate Change

Dotdigital Group plc (AIM: DOTD), the leading SaaS provider of an all-in-one customer experience and data platform (CXDP), announces that Alistair Gurney, Chief Financial Officer, has informed the Board of his intention to step down from his role and the Board in order to pursue a new business opportunity. Alistair will remain working and supporting the Company until the end of June 2025, or an orderly transition is complete. This period will cover the delivery of the interim results of the Company. Alistair will formally step off the board on 30 April 2025.

The search for Alistair's successor has commenced and the Group will provide an update in due course.

Milan Patel, CEO of Dotdigital, commented:

"I would like to thank Alistair for his contribution to the Group over the last two and a half years, including his support with strategic M&A which materially advanced our CXDP vision. I wish him all the very best when he commences his new role."

Alistair Gurney, CFO of Dotdigital, commented:

"It has been a privilege to serve as CFO of Dotdigital. I am incredibly proud of the achievements we have made as a team and I am confident that the business is in a strong position for continued success. I would like to thank the Board, the leadership team and all of my colleagues for their support and I look forward to our continued work together over the coming months."

For further information please contact:

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About Dotdigital

Dotdigital Group plc (AIM: DOTD) is a leading provider of cross-channel marketing automation technology to marketing professionals. Dotdigital's customer experience and data platform (CXDP) combines the power of automation and AI to help businesses deliver hyper-relevant customer experiences at scale. With Dotdigital, marketing teams can unify and enrich their customer data, identify valuable customer segments, and deliver personalised cross-channel customer journeys that result in engagements, conversions, and loyalty.

Founded in 1999, Dotdigital is headquartered in London with offices in Croydon, Manchester, New York, Melbourne, Sydney, Singapore, Tokyo, Amsterdam, Cape Town, and Warsaw. Dotdigital's solutions empower over 4,000 brands across 150 countries.

This announcement contains inside information for the purposes of article 7 of the Market Abuse Regulation (EU) 596/2014 as amended by regulation 11 of the Market Abuse (Amendment) (EU Exit) Regulations 2019/310. With the publication of this announcement, this information is now considered to be in the public domain.

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