

30 January 2025

Literacy Capital plc ("Literacy" or the "Company")
Director / PDMR Shareholding

The Company announces that Paul Pindar, the Chairman of the Company, entered into an agreement to pledge 15,000,000 Ordinary Shares of £0.001 each in the Company ("Ordinary Shares") of his holding as security against a personal loan facility with HSBC to provide liquidity for personal property investment commitments. The arrangement came into effect on 29 January 2025.

Mr Pindar's shareholding in the Company of 15,500,000 Ordinary Shares remains unchanged. He is the Company's largest shareholder. Mr Pindar, together with his wife, Sharon Pindar, own 17,000,000 Ordinary Shares, representing over 28% of the Company's issued share capital. They have not sold any shares in Literacy Capital since the Company's Admission to the London Stock Exchange in June 2021.

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	Paul Pindar
2.	Reason for the notification	
a)	Position/status	Chairman
b)	Initial notification / Amendment	Initial Notification
3.	Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor	
a)	Name	Literacy Capital plc
b)	LEI	2549006P3DFN5HLFGR54
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 Identification code	Ordinary Shares ISIN: GB00BMF1L080
b)	Nature of the transaction	The pledge of 15,000,000 Ordinary Shares as security against a personal loan facility with HSBC. Mr Pindar remains the beneficial owner of the shares subject to the pledge and retains full voting rights.
c)	Price(s) and volume(s)	Price: NA Volume: 15,000,000
d)	Aggregate information - Aggregate volume - Total Exercise Price	As above
e)	Date of the transaction	29 January 2025
f)	Place of the transaction	Off-market
g)	Additional information	NA

-ENDS-

For further information, please contact:

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A copy of this announcement will be available on the Company's website at www.literacycapital.com.

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