13 February 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 12 February 2025, XP Factory received notification from Link Group, the trustee of the SIP, that, on 11 February 2025, it purchased an aggregate of 6,359 Partnership Shares in the market at a price of 11.8 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 Matching Shares	Total beneficial holding of Ordinary Shares following these acquisitions	
Director / PDMR	rector / PDMR Shares acquired under the SIP on 11 February 2025		No. of Ordinary Shares	Approximate % of Company's issued share capital
Richard Harpham	1,272	1,272	949,614	0.54%
Graham Bird	1,272	1,272	2,004,761	1.14%
Andrew Jacobs	1,272	1,272	1,347,797	0.77%
Sarah Lloyd-Baker	1,272	1,272	179,715	0.10%
Joanne Briscoe	1,271	1,271	39,892	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 discharging managerial responsibilities/person closely associated	
3)	Nama	Dichard Hamham

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2	Reason for the notification	ition			
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	Details of the transact type of transaction; (conducted	ion(s): section to be repeated for (iii) each date; and (iv) each place) 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	Ordinary shares of 1.25 pence ("Shares")		
	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.		
		Price(s)	Volume(s)		
c)	Price(s) and volume(s)	£0.118	1,272		
d)	Aggregated information - Aggregated volume - Price	Not applicable			
e)	Date of the transaction	11 February 2025			
,	Date of the transaction		London Stock Exchange		
		London Stock Exchange			
	Place of the transaction Details of the transact	ion(s): section to be repeated for (i	e) each type of instrument; (ii) each ce where transactions have been		
f) 4	Place of the transaction Details of the transact type of transaction; (ion(s): section to be repeated for (i	ce where transactions have been		
f) 4	Place of the transaction Details of the transact type of transaction; (conducted Description of the financial instrument,	ion(s): section to be repeated for (i iii) each date; and (iv) each plac	ce where transactions have been		
f) 4 a)	Place of the transaction Details of the transact type of transaction; (conducted Description of the financial instrument, type of instrument	ion(s): section to be repeated for (iii) each date; and (iv) each place Ordinary shares of 1.25 pence ("Shares of	ce where transactions have been		
4 a)	Place of the transaction Details of the transact type of transaction; (conducted Description of the financial instrument, type of instrument Identification code Nature of the transaction	ion(s): section to be repeated for (iii) each date; and (iv) each place Ordinary shares of 1.25 pence ("Shares awarded under the "Matchin	ares")		
f) 4 a)	Place of the transaction Details of the transact type of transaction; (conducted) Description of the financial instrument, type of instrument Identification code	ion(s): section to be repeated for (iii) each date; and (iv) each place Ordinary shares of 1.25 pence ("Shares awarded under the "Matchinall-employee Share Incentive Plan.	ares") ng Share" element of the Company's		
f)	Place of the transaction Details of the transact type of transaction; (conducted Description of the financial instrument, type of instrument Identification code Nature of the transaction	ion(s): section to be repeated for (iii) each date; and (iv) each place Ordinary shares of 1.25 pence ("Shares awarded under the "Matchinall-employee Share Incentive Plan. Price(s)	ares") ng Share" element of the Company's Volume(s)		

еј	Date of the transaction 11 February 2020			
f)	Place of the transaction	London Stock Exchange		
1	Details of the person discharging managerial responsibilities/person closely associated			
a)	Name	Graham Bird		
2	Reason for the notification			
a)	Position/status	Director, Chief Financial Officer		
b)	Initial notification/ Amendment	Initial Notification	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 ce where transactions have been	
a)	Description of the financial instrument, type of instrument	Ordinary shares of 1.25 pence ("Shares")		
	Identification code	GB00BDB79J29		
b)	Nature of the transaction	Shares purchased under the "Partnership Share" element of the Company's all-employee Share Incentive Plan.		
c)	Price(s) and volume(s)	Price(s)	Volume(s)	
C)	Frice(s) and volume(s)	£0.118	1,272	
d)	Aggregated information - Aggregated volume - Price	Not applicable		
e)	Date of the transaction	11 February 2025		
f)	Place of the transaction	London Stock Exchange		
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 1.25 pence ("Shares")		
	Identification code	GB00BDB79J29		
b)	Nature of the transaction	Shares awarded under the "Matching Share" element of the Company's all-employee Share Incentive Plan.		

C)	Price(s) and volume(s)	£0.00	1,272	
			,	
d)	Aggregated information - Aggregated volume - Price	Not applicable		
e)	Date of the transaction	11 February 2025		
f)	Place of the transaction	London Stock Exchange		
1	Details of the person of	lischarging managerial responsibil	lities/person closely associated	
a)	Name	Andrew Jacobs		
2	Reason for the notifica	ation		
a)	Position/status	PDMR, COO		
b)	Initial notification/ Amendment	Initial Notification		
3	Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor			
a)	Name	XP Factory plc		
b)	LEI	213800CMIYV5Q38P2487		
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 1.25 pence ("Shares")		
	Identification code	GB00BDB79J29		
b)	Nature of the transaction			
		Price(s)	Volume(s)	
c)	Price(s) and volume(s)	£0.118	1,272	
d)	Aggregated information - Aggregated volume - Price	Not applicable		
e)	Date of the transaction	11 February 2025		
f)	Place of the transaction	London Stock Exchange		
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			
	Description of the financial instrument	Ordinany shares of 1.75 pence (" Sh	aroc"\	

a)	type of instrument	Ordinary shares or 1.20 period (Unares)		
	Identification code	GB00BDB79J29		
b)	Nature of the transaction	Shares awarded under the "Matching Share" element of the Company's all-employee Share Incentive Plan.		
		Price(s)	Volume(s)	
c)	Price(s) and volume(s)	£0.00 1,272		
d)	Aggregated information - Aggregated volume - Price	Not applicable		
e)	Date of the transaction	11 February 2025		
f)	Place of the transaction	London Stock Exchange		
1	Details of the person of	discharging managerial responsibil	ities/person closely associated	
a)	Name	Sarah Lloyd-Baker		
2	Reason for the notification	ation		
a)	Position/status	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) 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 ("Shares")		
	Identification code	GB00BDB79J29		
b)	Nature of the transaction	Shares purchased under the "Partnership Share" element of the Company's all-employee Share Incentive Plan.		
		Price(s)	Volume(s)	
c)	Price(s) and volume(s)	£0.118	1,272	
d)	Aggregated information - Aggregated volume - Price	Not applicable		

e)	Date of the transaction	11 February 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 ("Shares")	
	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	1,272
		20.00	1,414
d)	Aggregated information - Aggregated volume - Price	Not applicable	
e)	Date of the transaction	11 February 2025	
		London Stock Exchange	
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
1 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 Approximation allowance market particular particular programments and program	ipant, auction platform, auctions (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

		Price(s)	Volume(s)	
c)	Price(s) and volume(s)	£0.118	1,271	
d)	Aggregated information - Aggregated volume - Price	Not applicable		
e)	Date of the transaction	11 February 2025		
f)	Place of the transaction	London Stock Exchange		
4		tion(s): section to be repeated for (i) each type of instrument; (ii) each (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 ("Shares")		
	Identification code GB00BDB79J29			
b)	Nature of the transaction	Shares awarded under the "Matching Share" element of the Company's all-employee Share Incentive Plan.		
		Price(s)	Volume(s)	
c)	Price(s) and volume(s)	£0.00	1,271	
d)	Aggregated information - Aggregated volume - Price	Not applicable		
e)	Date of the transaction	11 February 2025		
f)	Place of the transaction	London Stock Exchange		

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