

24 February 2025



**XLMedia PLC**

("XLMedia" or the "Group" or the "Company" or the "Business")

**PDMR Dealings**

Following the recent Tender Offer, under which several of the Company's PDMRs tendered their shares, the Company announces the sale of shares by directors/PDMRs as follows:

Director/PDMR	No. of Shares Tendered/Sold	Resulting Shareholding	Shareholding % of ISC
Marcus Rich	46,865	41,593	0.03%
Ory Weihs	4,284,727	3,802,717	2.69%
David King	52,980	47,020	0.03%
Julie Markey	33,411	29,653	0.02%

Note that Cédric Boireau, a Director of the Company has no personal interest in the shares of XLMedia, however he is an advisor to Premier Investissement SAS, which, as announced on 18 February 2025 following the completion of the recent Tender Offer, owns 24.50% of the Company's shares (34,549,623 ordinary shares).

Further details of the sales are included in the notifications below, made in accordance with the requirements of the UK Market Abuse Regulation.

Terms used in this announcement have the same meaning as in the Circular. The Circular can be viewed on, and downloaded from, the Company's website at <https://www.xlmedia.com/investors/tender-offer/>

**For further information, please contact:**

**XLMedia plc**

David King, Chief Executive Officer  
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**Cavendish Capital Markets Limited (Nomad and Broker)**

Giles Balleny / Callum Davidson / Hamish Waller (Corporate Finance)  
 Charlie Combe (Corporate Broking)  
[www.cavendish.com](http://www.cavendish.com)

Tel: 020 7220 0500

**About XLMedia**

XLMedia (AIM: XLM) has recently disposed of its sports and gaming digital media operations.

<b>1</b>	<b>Details of the person discharging managerial responsibilities / person closely associated</b>	
a)	Name	Marcus Rich
<b>2</b>	<b>Reason for the notification</b>	
a)	Position/status	Non-Executive Chairman, PDMR
b)	Initial notification /Amendment	Initial
<b>3</b>	<b>Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor</b>	
a)	Name	XLMedia PLC
b)	LEI	2138008U4S6FBDHGWY81

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 of USD0.000001 each in XLMedia PLC  ISIN of ordinary shares: JE00BH6XDL31	
b)	Nature of the transaction	Sale of shares under the Tender Offer	
c)	Price(s) and volume(s)	Price 11.5p	Volume 46,865
d)	Aggregated information  - Aggregated volume  - Price	N/A single transaction	
e)	Date of the transaction	17 February 2025	
f)	Place of the transaction	London Stock Exchange, AIM (XLON)	

1	Details of the person discharging managerial responsibilities / person closely associated		
a)	Name	Ory Weihs	
2	Reason for the notification		
a)	Position/status	Non-Executive Director, PDMR	
b)	Initial notification /Amendment	Initial	
3	Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor		
a)	Name	XLMedia PLC	
b)	LEI	2138008U4S6FBDHGWY81	
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 of USD0.000001 each in XLMedia PLC  ISIN of ordinary shares: JE00BH6XDL31	
b)	Nature of the transaction	Sale of shares under the Tender Offer	
c)	Price(s) and volume(s)	Price	Volume
		11.5p	4,284,727
d)	Aggregated information  - Aggregated volume  - Price	N/A single transaction	
e)	Date of the transaction	17 February 2025	
f)	Place of the transaction	London Stock Exchange, AIM (XLON)	

<b>1</b>	<b>Details of the person discharging managerial responsibilities / person closely associated</b>	
a)	Name	Cédric Boireau (Premier Investissement SAS)
<b>2</b>	<b>Reason for the notification</b>	

a)	Position/status	Non-Executive Director, PDMR	
b)	Initial notification /Amendment	Initial	
3	Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor		
a)	Name	XLMedia PLC	
b)	LEI	2138008U4S6FBDHGWY81	
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 of USD0.000001 each in XLMedia PLC  ISIN of ordinary shares: JE00BH6XDL31	
b)	Nature of the transaction	Sale of shares under the Tender Offer	
c)	Price(s) and volume(s)	Price	Volume
		11.5p	38,928,944
d)	Aggregated information  - Aggregated volume  - Price	N/A single transaction	
e)	Date of the transaction	17 February 2025	
f)	Place of the transaction	London Stock Exchange, AIM (XLON)	

1	Details of the person discharging managerial responsibilities / person closely associated		
a)	Name	David King	
2	Reason for the notification		
a)	Position/status	Chief Executive Officer, PDMR	
b)	Initial notification /Amendment	Initial	
3	Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor		
a)	Name	XLMedia PLC	
b)	LEI	2138008U4S6FBDHGWY81	
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 of USD0.000001 each in XLMedia PLC  ISIN of ordinary shares: JE00BH6XDL31	
b)	Nature of the transaction	Sale of shares under the Tender Offer	
c)	Price(s) and volume(s)	Price 11.5p	Volume 52,980
d)	Aggregated information  - Aggregated volume  - Price	N/A single transaction	
e)	Date of the transaction	17 February 2025	
f)	Place of the transaction	London Stock Exchange, AIM (XLON)	

1)	Place of the transaction	London Stock Exchange, AIM (XLON)
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1	Details of the person discharging managerial responsibilities / person closely associated		
a)	Name	Julie Markey	
2	Reason for the notification		
a)	Position/status	Independent Non-Executive Director, PDMR	
b)	Initial notification /Amendment	Initial	
3	Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor		
a)	Name	XLMedia PLC	
b)	LEI	2138008U4S6FBDHGWY81	
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 of USD0.000001 each in XLMedia PLC  ISIN of ordinary shares: JE00BH6XDL31	
b)	Nature of the transaction	Sale of shares under the Tender Offer	
c)	Price(s) and volume(s)	Price 11.5p	Volume 33,411
d)	Aggregated information  - Aggregated volume  - Price	N/A single transaction	
e)	Date of the transaction	17 February 2025	
f)	Place of the transaction	London Stock Exchange, AIM (XLON)	

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