14 March 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 March 2025, XP Factory received notification from Link Group, the trustee of the SIP, that, on 11 March 2025, it purchased an aggregate of 6,635 Partnership Shares in the market at a price of 11.3 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	Total beneficial holding of Ordinary Shares following these acquisitions		
Director / PDMR	Shares acquired under the SIP on 11 March 2025	Matching Shares acquired under the SIP on 11 March 2025	No. of Ordinary Shares	Approximate % of Company's issued share capital	
Richard Harpham	1,327	1,327	952,268	0.54%	
Graham Bird	1,327	1,327	2,007,415	1.15%	
Andrew Jacobs	1,327	1,327	1,350,451	0.77%	
Sarah Lloyd-Baker	1,327	1,327	182,369	0.10%	
Joanne Briscoe	1,327	1,327	42,546	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 of	discharging managerial responsibilities/person closely associated
3)	Namo	Dichard Hamham

a) Nama

aj	Name	гиснани пагрнанн			
2	Reason for the notification				
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			e where transactions have been		
a)	Description of the financial instrument, type of instrument	Ordinary shares of 1.25 pence ("Sha	ares")		
	Identification code	GB00BDB79J29			
b)	Nature of the transaction	Shares purchased under the "P Company's all-employee Share Incen	artnership Share" element of the tive Plan.		
		Price(s)	Volume(s)		
c)	Price(s) and volume(s)	£0.113	1,327		
d)	Aggregated information - Aggregated volume - Price	Not applicable			
e)	Date of the transaction	11 March 2025			
f)	Place of the transaction	London Stock Exchange			
4			e where transactions have been		
a)	Description of the financial instrument, type of instrument	Ordinary shares of 1.25 pence ("Sha	ares")		
	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)		£0.00 Volume(s)			
	Price(s) and volume(s)	£0.00	1,321		
d)	Aggregated information - Aggregated volume - Price	£0.00 Not applicable	1,327		

еј	Date of the transaction	I I IVIAICH ZUZO			
f)	Place of the transaction London Stock Exchange				
1	Details of the person of	discharging managerial responsibil	lities/person closely associated		
a)	Name	Graham Bird			
2	Reason for the notification	ation			
a)	Position/status	Director, Chief Financial 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			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	ares")		
	Identification code	GB00BDB79J29			
b)	Nature of the transaction	Shares purchased under the "P Company's all-employee Share Incer			
c)	Price(s) and volume(s)	Price(s)	Volume(s)		
0,	T noo(o) and voidino(o)	£0.113	1,327		
d)	Aggregated information - Aggregated volume - Price	Not applicable			
e)	Date of the transaction	11 March 2025			
f)	Place of the transaction	London Stock Exchange			
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 awarded under the "Matchir all-employee Share Incentive Plan.	ng Share" element of the Company's		

C)	Price(s) and volume(s)	£0.00	1,327		
			·		
d)	Aggregated information - Aggregated volume - Price	Not applicable			
e)	Date of the transaction	11 March 2025			
f)	Place of the transaction	London Stock Exchange			
1	Details of the person of	lischarging managerial responsibi	lities/person closely associated		
a)	Name	Andrew Jacobs			
2	Reason for the notification	ation			
a)	Position/status	PDMR, COO			
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			i) 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 ("Sh	ares")		
	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)	£0.113	1,327		
d)	Aggregated information - Aggregated volume - Price	Not applicable			
e)	Date of the transaction	11 March 2025			
f)	Place of the transaction	London Stock Exchange			
4			i) each type of instrument; (ii) each ce where transactions have been		
	Description of the financial instrument	Ordinan, charge of 1.75 pence (" Sh	arae"\		

a)	type of instrument	Ordinary strates of 1.20 perioe (Strates)			
	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	1,327		
d)	Aggregated information - Aggregated volume - Price	Not applicable			
e)	Date of the transaction	11 March 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 notifica	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 be 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)	£0.113	1,327		
d)	Aggregated information - Aggregated volume - Price	Not applicable			

e)	Date of the transaction	11 March 2025	
f)	Place of the transaction	London Stock Exchange	
4	Details of the transact type of transaction; (conducted	ion(s): section to be repeated for (iii) each date; and (iv) each pla	(i) each type of instrument; (ii) ea ice where transactions have be
a)	Description of the financial instrument, type of instrument	Ordinary shares of 1.25 pence ("Sh	nares")
	Identification code	GB00BDB79J29	
b)	Nature of the transaction	Shares awarded under the "Matchiall-employee Share Incentive Plan.	ing Share" element of the Compan
		Price(s)	Volume(s)
c)	Price(s) and volume(s)	£0.00	1,327
		£0.00	1,321
d)	Aggregated information - Aggregated volume - Price	Not applicable	
e)	Date of the transaction	11 March 2025	
f)	Place of the transaction	London Stock Exchange	
		•	
f) 1	Details of the person of	discharging managerial responsib	ilities/person closely associated
		•	ilities/person closely associated
1	Details of the person of	discharging managerial responsible Joanne Briscoe	ilities/person closely associated
1 a)	Details of the person of Name	discharging managerial responsible Joanne Briscoe	
1 a)	Details of the person of Name Reason for the notification	discharging managerial responsible Joanne Briscoe ation	
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, Countries 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 partic	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, Counties Initial Notification emission allowance market partice XP Factory plc	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, Counties Initial Notification emission allowance market partice XP Factory plc 213800CMIYV5Q38P2487 ion(s): section to be repeated for (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, Counsel, Initial Notification emission allowance market partice XP Factory plc 213800CMIYV5Q38P2487 ion(s): section to be repeated for (iii) each date; and (iv) each pla	ipant, auction platform, auctions (i) each type of instrument; (ii) each where transactions have be

c)	Price(s) and volume(s)	Price(s)	Volume(s)	
-,		£0.113	1,327	
d)	Aggregated information - Aggregated volume - Price	Not applicable		
e)	Date of the transaction	11 March 2025		
f)	Place of the transaction	London Stock Exchange		
4	Details of the transacti type of transaction; (i conducted	ion(s): section to be repeated for (iiii) each date; and (iv) each plac	e where transactions have been	
a)	Description of the financial instrument, type of instrument	t, Ordinary shares of 1.25 pence ("Shares") GB00BDB79J29		
	Identification code			
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	1,327	
		20.00	1,021	
d)	Aggregated information - Aggregated volume - Price	Not applicable		
e)	Date of the transaction	11 March 2025		

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