

4 April 2025

**XP Factory plc (AIM: XPF)**

**("XP Factory" or the "Company")**

**Director/PDMR Shareholding - Long service awards**

In 2024 XP Factory implemented a group-wide Long Service award scheme ("Long Service Scheme") through which employees who have been employed by the XP Factory Group for five years will receive a free share award equivalent to one week's gross salary, capped at £1,800 ("Long Service Shares"). The awards will typically be made in the month in which the employee completes five years of service. The awards are made through the XP Factory plc Share Incentive Plan (the "SIP") and are awarded from existing shares issued to the SIP trustees. The Long Service Scheme was implemented in June 2024 and the first awards were made on 18 June 2024. All Long Service Scheme awards have been allocated from the 600,000 shares admitted to trading on the 17<sup>th</sup> June 2024.

On 3 April 2025 XP Factory received notification that a Long Service Award had been allocated to those Directors / PDMRs set out in the table below for no consideration.

Director / PDMR	Number of Long Service Shares awarded	Total beneficial holding of Ordinary Shares following these acquisitions	
		No. of Ordinary Shares	Approximate % of Company's issued share capital
Graham Bird	13,486	2,020,901	1.15%

**Enquiries:**

**XP Factory Plc**

**+44 (0) 20 7846 3322**

<https://www.xpfactory.com/>

Richard Harpham (Chief Executive Officer)

Graham Bird (Chief Financial Officer)

Kam Bansil (Investor Relations)

**Singer Capital Markets, NOMAD and Broker**

**+44 (0) 20 7496 3000**

<https://www.singercm.com/>

Peter Steel

James Todd

**IFC Advisory - Financial PR**

**+44 (0) 20 3934 6630**

<https://www.investor-focus.co.uk/>

Graham Herring

Florence Chandler

<b>1</b>	<b>Details of the person discharging managerial responsibilities/person closely associated</b>					
a)	Name	Graham Bird				
<b>2</b>	<b>Reason for the notification</b>					
a)	Position/status	Director, Chief Financial Officer				
b)	Initial notification/ Amendment	Initial Notification				
<b>3</b>	<b>Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor</b>					
a)	Name	XP Factory plc				
b)	LEI	213800CMIYV5Q38P2487				
<b>4</b>	<b>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</b>					
a)	Description of the financial instrument, type of instrument	Ordinary shares of 1.25 pence (" <b>Shares</b> ")				
	Identification code	GB00BDB79J29				
b)	Nature of the transaction	Shares awarded under the Long Service award scheme for no consideration				
c)	Price(s) and volume(s)	<table border="1"> <thead> <tr> <th>Price(s)</th> <th>Volume(s)</th> </tr> </thead> <tbody> <tr> <td>Nil</td> <td>13,486</td> </tr> </tbody> </table>	Price(s)	Volume(s)	Nil	13,486
Price(s)	Volume(s)					
Nil	13,486					
d)	Aggregated information - Aggregated volume - Price	Not applicable				
e)	Date of the transaction	6 January 2025				
f)	Place of the transaction	London Stock Exchange				

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