

15 April 2025

Everyman Media Group PLC
("Everyman" or the "Group")

Grant of Options and Changes to Option Terms

Grant of Options

The Company announces that on 15 April 2024 a total of 1,589,717 options over ordinary shares of 10 pence each in the capital of the Company ("Ordinary Shares") were granted to key employees pursuant to the Company's Long-Term Incentive Plan ("New Options"). Within this total, the following persons discharging managerial responsibilities were granted the following New Options:

Name	Position	Number of New Options Granted	Total Options Held
Alex Scrimgeour	Chief Executive Officer	531,525	1,708,520
Will Worsdell	Finance Director	287,840	559,830

The new options granted have an exercise price of 10 pence and can be exercised on or after 1 January 2026, subject to certain financial and other performance conditions being met.

Changes to Option Terms

On 8 April 2021, the Company announced that Alex Scrimgeour, Chief Executive Officer of Everyman, had been issued 1,000,000 options over ordinary shares of 10 pence each in the capital of the Company ("Options") and 2,000,000 A ordinary shares ("Growth Shares") in a subsidiary company, Everyman Media Holdings Ltd.

The Remuneration Committee of the Company has resolved that the Options will now have an exercise price of 37.5p, being the closing share price of the Company on 14 April 2025, and has amended the terms of the Growth Shares so that they can only vest if certain financial performance targets are met pertaining to the two years ending 31st December 2026. To the extent that these are met, the Growth Shares will entitle Mr. Scrimgeour to receive an amount equivalent to the market value of an ordinary share in the Company less 37.5p, being the closing share price of the Company on 14th April 2025.

The changes in terms to the Options and Growth Shares have been made by the Remuneration Committee of the Company to ensure that Mr. Scrimgeour remains sufficiently incentivised.

For further information, please contact:

Everyman Media Group plc
Alex Scrimgeour, Chief Executive
Will Worsdell, Finance Director
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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	Mr. Alex Scrimgeour
2 Reason for notification		
a.	Position/Status	Chief Executive Officer
b.	Initial notification/ Amendment	Initial notification
3	Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor	

a.	Name	Everyman Media Group plc	
b.	LEI	213800XIF4R73HAM8S36	
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	Options over Ordinary Shares of 10 pence each in Everyman Media Group plc GB00BFH55S51	
b.	Nature of the transaction	Grant of 531,525 options over Ordinary Shares.	
c.	Price(s) and volume(s)	Price(s)	Volume(s)
		10.0p	531,525
d.	Aggregated information - Aggregated Volume - Price	Not applicable - single transaction	
e.	Date of the transaction	15 April 2025	
f.	Place of the transaction	Outside a trading venue	

NOTIFICATION AND PUBLIC DISCLOSURE OF TRANSACTIONS BY PERSONS DISCHARGING MANAGERIAL RESPONSIBILITIES AND PERSONS CLOSELY ASSOCIATED WITH THEM		
1Details of the person discharging managerial responsibilities/person closely associated		
a.	Name	Mr. Will Worsdell
2Reason for notification		
a.	Position/Status	Financial Director
b.	Initial notification/ Amendment	Initial notification
3Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor		
a.	Name	Everyman Media Group plc
b.	LEI	213800XIF4R73HAM8S36
4Details 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	Options over Ordinary Shares of 10 pence each in Everyman Media Group plc GB00BFH55S51

b.	Nature of the transaction	Grant of 287,840 options over Ordinary Shares.	
c.	Price(s) and volume(s)	Price(s)	Volume(s)
		10.0p	287,840
d.	Aggregated information - Aggregated Volume - Price	Not applicable - single transaction	
e.	Date of the transaction	15 April 2025	
f.	Place of the transaction	Outside a trading venue	

Notification of a Transaction pursuant to Article 19(1) of the EU Market Abuse Regulation (EU) No. 596/2014 as it forms part of domestic law by virtue of the European Union (Withdrawal) Act 2018.						
1 Details of the person discharging managerial responsibilities/person closely associated						
a.	Name	Mr. Alex Scrimgeour				
2 Reason for notification						
a.	Position/Status	Chief Executive Officer				
b.	Initial notification/ Amendment	Amendment				
3 Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor						
a.	Name	Everyman Media Group plc				
b.	LEI	213800XIF4R73HAM8S36				
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	Growth shares which can be converted into Ordinary Shares of 10 pence each GB00BFH55S51				
b.	Nature of the transaction	Amendment to terms of existing growth shares				
c.	Price(s) and volume(s)	<table> <tr> <td>Price(s)</td> <td>Volume(s)</td> </tr> <tr> <td>37.5p</td> <td>2,000,000</td> </tr> </table>	Price(s)	Volume(s)	37.5p	2,000,000
Price(s)	Volume(s)					
37.5p	2,000,000					

d.	Aggregated information - Aggregated Volume - Price	Not applicable - single transaction
e.	Date of the transaction	15 April 2025
f.	Place of the transaction	Outside a trading venue

Notification of a Transaction pursuant to Article 19(1) of the EU Market Abuse Regulation (EU) No. 596/2014 as it forms part of domestic law by virtue of the European Union (Withdrawal) Act 2018.			
1 Details of the person discharging managerial responsibilities/person closely associated			
a.	Name	Mr Alex Scrimgeour	
2 Reason for notification			
a.	Position/Status	Chief Executive Officer	
b.	Initial notification/ Amendment	Amendment	
3 Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor			
a.	Name	Everyman Media Group plc	
b.	LEI	213800XIF4R73HAM8S36	
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	Options over Ordinary Shares of 10 pence each in Everyman Media Group plc GB00BFH55S51	
b.	Nature of the transaction	Amendment to terms of existing growth shares	
c.	Price(s) and volume(s)	Price(s)	Volume(s)
		38.0p	1,000,000
d.	Aggregated information - Aggregated Volume - Price	Not applicable - single transaction	
e.	Date of the transaction	17 February 2025	

f.	Place of the transaction	Outside a trading venue

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