

15 April 2025

Alfa Financial Software Holdings PLC
Long Term Incentive Plan Award
Award under the Deferred Bonus Share Plan

Long Term Incentive Plan

Alfa Financial Software Holdings PLC (the "Company") announces that under the Company's 2017 Long Term Incentive Plan ("LTIP"), the following awards (the "2025 Awards" or the "Awards") were granted on 14 April 2025.

Name	Position	Number of shares subject to award
Duncan Magrath	Chief Financial Officer	228,165
Matthew White	Chief Operating Officer	122,669

The vesting date for the 2025 Awards is 18 April 2028. The 2025 Awards are in the form of a conditional share award and vesting will be in accordance with performance conditions. No consideration is payable for the grant of an Award.

Deferred Bonus Share Plan

The Company announces that under the Company's Deferred Bonus Share Plan ("DBSP"), the following awards (the "DBSP Awards") were awarded on 14 April 2025.

Name	Position	Number of shares subject to award
Duncan Magrath	Chief Financial Officer	33,636
Matthew White	Chief Operating Officer	26,889

The Company's remuneration policy provides that not less than 50% after tax of any annual bonus awarded to Executive Directors shall be deferred into an award of shares under the DBSP. The DBSP Awards are in the form of net bonus shares, i.e. shares issued to the Executive Directors which are subject to restrictions on transfer and a risk of forfeiture until they are released on 14 April 2028. There are no further performance conditions associated with this award.

With the approval of the Remuneration Committee, Duncan Magrath and Matthew White have informed the Company that they will transfer 33,636 and 26,889 shares respectively to their spouse for nil consideration.

The information contained in this notification is disclosed in accordance with the requirements of the UK Market Abuse Regulation.

1	Details of the person discharging managerial responsibilities / person closely associated	
a)	Name	Duncan Magrath
2	Reason for the notification	
a)	Position/status	Chief Financial Officer
b)	Initial notification /Amendment	Initial Notification
3	Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor	
a)	Name	Alfa Financial Software Holdings PLC
b)	LEI	213800C5UOZHUTNUGA28

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	Alfa Financial Software Holdings PLC Ordinary share of £0.001 each GB00BDHXPG30				
b)	Nature of the transaction	Grant of a conditional share award under the 2017 Alfa Financial Software Holdings PLC LTIP				
c)	Price(s) and volume(s)	<table><tr><td>Price(s)</td><td>Volume(s)</td></tr><tr><td>nil</td><td>228,165</td></tr></table>	Price(s)	Volume(s)	nil	228,165
Price(s)	Volume(s)					
nil	228,165					
d)	Aggregated information - Aggregated volume - Price	As above				
e)	Date of the transaction	14 April 2025				
f)	Place of the transaction	Outside of a trading venue				

1	Details of the person discharging managerial responsibilities / person closely associated						
a)	Name	Matthew White					
2	Reason for the notification						
a)	Position/status	Chief Operating Officer					
b)	Initial notification /Amendment	Initial Notification					
3	Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor						
a)	Name	Alfa Financial Software Holdings PLC					
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b)	Nature of the transaction	Grant of a conditional share award under the 2017 Alfa Financial Software Holdings PLC LTIP					
c)	Price(s) and volume(s)	<table><tr><td>Price(s)</td><td>Volume(s)</td></tr><tr><td>nil</td><td>122,669</td></tr></table>		Price(s)	Volume(s)	nil	122,669
Price(s)	Volume(s)						
nil	122,669						
d)	Aggregated information - Aggregated volume - Price	As above					
e)	Date of the transaction	14 April 2025					
f)	Place of the transaction	Outside of a trading venue					

1	Details of the person discharging managerial responsibilities / person closely associated					
a)	Name	Duncan Magrath				
2	Reason for the notification					
a)	Position/status	Chief Financial Officer				
b)	Initial notification /Amendment	Initial Notification				
3	Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor					
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a)	Description of the financial instrument, type of instrument Identification code	Alfa Financial Software Holdings PLC Ordinary share of £0.001 each GB00BDHXPG30				
b)	Nature of the transaction	Issuance of ordinary shares (net bonus shares) under the Alfa Financial Software Holdings PLC DBSP				
c)	Price(s) and volume(s)	<table border="1"> <tr> <td>Price(s)</td> <td>Volume(s)</td> </tr> <tr> <td>nil</td> <td>33,636</td> </tr> </table>	Price(s)	Volume(s)	nil	33,636
Price(s)	Volume(s)					
nil	33,636					
d)	Aggregated information - Aggregated volume - Price	As above				
e)	Date of the transaction	14 April 2025				
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1	Details of the person discharging managerial responsibilities / person closely associated	
a)	Name	Duncan Magrath
2	Reason for the notification	
a)	Position/status	Chief Financial Officer
b)	Initial notification /Amendment	Initial Notification
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a)	Description of the financial instrument, type of instrument Identification code	Alfa Financial Software Holdings PLC Ordinary share of £0.001 each GB00BDHXPG30

b)	Nature of the transaction	Transfer of 33,636 shares held by Duncan Magrath to his spouse Nicola Magrath for nil consideration					
c)	Price(s) and volume(s)	<table><tr><td>Price(s)</td><td>Volume(s)</td></tr><tr><td>nil</td><td>33,636</td></tr></table>		Price(s)	Volume(s)	nil	33,636
Price(s)	Volume(s)						
nil	33,636						
d)	Aggregated information - Aggregated volume - Price	As above					
e)	Date of the transaction	15 April 2025					
f)	Place of the transaction	Outside of a trading venue					

1	Details of the person discharging managerial responsibilities / person closely associated						
a)	Name	Nicola Magrath					
2	Reason for the notification						
a)	Position/status	PCA of Duncan Magrath					
b)	Initial notification /Amendment	Initial Notification					
3	Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor						
a)	Name	Alfa Financial Software Holdings PLC					
b)	LEI	213800C5UOZHUTNUGA28					
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	Alfa Financial Software Holdings PLC Ordinary share of £0.001 each GB00BDHXPG30					
b)	Nature of the transaction	Receipt of shares transferred from Duncan Magrath for nil consideration					
c)	Price(s) and volume(s)	<table><tr><td>Price(s)</td><td>Volume(s)</td></tr><tr><td>nil</td><td>33,636</td></tr></table>		Price(s)	Volume(s)	nil	33,636
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nil	33,636						
d)	Aggregated information - Aggregated volume - Price	As above					
e)	Date of the transaction	15 April 2025					
f)	Place of the transaction	Outside of a trading venue					

1	Details of the person discharging managerial responsibilities / person closely associated	
a)	Name	Matthew White
2	Reason for the notification	
a)	Position/status	Chief Operating Officer
b)	Initial notification /Amendment	Initial Notification

3	Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor					
a)	Name	Alfa Financial Software Holdings PLC				
b)	LEI	213800C5UOZHUTNUGA28				
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b)	Nature of the transaction	Issuance of ordinary shares (net bonus shares) under the Alfa Financial Software Holdings PLC DBSP				
c)	Price(s) and volume(s)	<table><tr><td>Price(s)</td><td>Volume(s)</td></tr><tr><td>nil</td><td>26,889</td></tr></table>	Price(s)	Volume(s)	nil	26,889
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d)	Aggregated information - Aggregated volume - Price	As above				
e)	Date of the transaction	14 April 2025				
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1	Details of the person discharging managerial responsibilities / person closely associated					
a)	Name	Matthew White				
2	Reason for the notification					
a)	Position/status	Chief Operating Officer				
b)	Initial notification /Amendment	Initial Notification				
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a)	Description of the financial instrument, type of instrument Identification code	Alfa Financial Software Holdings PLC Ordinary share of £0.001 each GB00BDHXPG30				
b)	Nature of the transaction	Transfer of shares held by Matthew White to his spouse Polly White for nil consideration				
c)	Price(s) and volume(s)	<table><tr><td>Price(s)</td><td>Volume(s)</td></tr><tr><td>nil</td><td>26,889</td></tr></table>	Price(s)	Volume(s)	nil	26,889
Price(s)	Volume(s)					
nil	26,889					
d)	Aggregated information - Aggregated volume	As above				

	- Price	
e)	Date of the transaction	15 April 2025
f)	Place of the transaction	Outside of a trading venue

1	Details of the person discharging managerial responsibilities / person closely associated					
a)	Name	Polly White				
2	Reason for the notification					
a)	Position/status	PCA of Matthew White				
b)	Initial notification /Amendment	Initial Notification				
3	Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor					
a)	Name	Alfa Financial Software Holdings PLC				
b)	LEI	213800C5UOZHUTNUGA28				
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	Alfa Financial Software Holdings PLC Ordinary share of £0.001 each GB00BDHXPG30				
b)	Nature of the transaction	Receipt of shares transferred from Matthew White for nil 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>26,889</td> </tr> </tbody> </table>	Price(s)	Volume(s)	nil	26,889
Price(s)	Volume(s)					
nil	26,889					
d)	Aggregated information - Aggregated volume - Price	As above				
e)	Date of the transaction	15 April 2025				
f)	Place of the transaction	Outside of a trading venue				

For further information:

Alfa Financial Software Holdings PLC

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Charlotte Caulfield
Company Secretary

LEI Number: 213800C5UOZHUTNUGA28

Notes to Editors

Alfa has been delivering software systems and consultancy services to the global asset and automotive finance industry since 1990. Our best practice methodologies and specialised knowledge of asset finance facilitates delivery of large software implementations and highly complex business change projects. With an excellent delivery track record now into its fourth decade, Alfa's experience and performance is unrivalled in the industry.

Alfa Systems, our class-leading technology platform, is at the heart of some of the world's largest asset finance companies. Key to the business case for each implementation is Alfa Systems' ability to replace multiple customer systems with our single platform. Alfa Systems supports both retail and corporate business for auto, equipment, wholesale and dealer finance on a multijurisdictional basis, including leases/loans, originations and servicing. An end-to-end solution with integrated workflow and automated processing using business rules, Alfa Systems provides compelling solutions to asset finance companies.

Alfa Systems is currently live in 37 countries. Alfa has offices in Europe, Australasia and North America. For more information, visit www.alfasystems.com.

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