

16 April 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 14 April 2025, XP Factory received notification from Link Group, the trustee of the SIP, that, on 11 April 2025, it purchased an aggregate of 6,580 Partnership Shares in the market at a price of 11.4 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.

| Director / PDMR | Number of Partnership Shares acquired under the SIP on 11 April 2025 | Number of Matching Shares acquired under the SIP on 11 April 2025 | Total beneficial holding of Ordinary Shares following these acquisitions | |
|-------------------|--|---|--|---|
| | | | No. of Ordinary Shares | Approximate % of Company's issued share capital |
| Richard Harpham | 1,316 | 1,316 | 954,900 | 0.55% |
| Graham Bird | 1,316 | 1,316 | 2,023,533 | 1.16% |
| Andrew Jacobs | 1,316 | 1,316 | 1,353,083 | 0.77% |
| Sarah Lloyd-Baker | 1,316 | 1,316 | 185,001 | 0.11% |
| Joanne Briscoe | 1,316 | 1,316 | 45,178 | 0.03% |

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 discharging managerial responsibilities/person closely associated |
|---|---|

| | | | |
|----|---|--|-----------|
| a) | Name | Richard Harpham | |
| 2 | Reason for the notification | | |
| a) | Position/status | Director, 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 | XP Factory plc | |
| b) | LEI | 213800CMIYV5Q38P2487 | |
| 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 | 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. | |
| c) | Price(s) and volume(s) | Price(s) | Volume(s) |
| | | £0.114 | 1,316 |
| | | | |
| d) | Aggregated information - Aggregated volume - Price | Not applicable | |
| e) | Date of the transaction | 11 April 2025 | |
| f) | Place of the transaction | London Stock Exchange | |
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| d) | Aggregated information - Aggregated volume - Price | Not applicable | |

| e) | Date of the transaction | 11 April 2025 | | | | |
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| f) | Place of the transaction | London Stock Exchange | | | | |
| | | | | | | |
| 1 | Details of the person discharging managerial responsibilities/person closely associated | | | | | |
| a) | Name | Graham Bird | | | | |
| 2 | Reason for the notification | | | | | |
| a) | Position/status | Director, 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 | XP Factory plc | | | | |
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| 1 | Details of the person discharging managerial responsibilities/person closely associated | | |
| a) | Name | Andrew Jacobs | |
| 2 | Reason for the notification | | |
| a) | Position/status | PDMR, COO | |
| b) | Initial notification/ Amendment | Initial Notification | |
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| 1 | Details of the person discharging managerial responsibilities/person closely associated | | |
| a) | Name | Sarah Lloyd-Baker | |
| 2 | Reason for the notification | | |
| a) | Position/status | PDMR, CMO | |
| b) | Initial notification/ Amendment | Initial Notification | |
| 3 | Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor | | |
| a) | Name | XP Factory plc | |
| b) | LEI | 213800CMIYV5Q38P2487 | |
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| 1 | Details of the person discharging managerial responsibilities/person closely associated | |
| a) | Name | Joanne Briscoe |
| 2 | Reason for the notification | |
| a) | Position/status | PDMR, Group General Counsel, Company Secretary |
| b) | Initial notification/ Amendment | Initial Notification |
| 3 | Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor | |
| a) | Name | XP Factory plc |
| b) | LEI | 213800CMIYV5Q38P2487 |
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