

23 April 2025

Dotdigital Group plc
("Dotdigital", the "Company", or the "Group")

Director/PDMR Shareholding

Dotdigital Group plc (AIM: DOTD), the leading SaaS provider of an all-in-one customer experience and data platform (CXDP), announces that it has been informed that Tom Mullan, its designate Chief Financial Officer, purchased 27,096 ordinary shares of 0.5 pence each in the Company ("**Ordinary Shares**") at a price of 73.8094 pence per Ordinary Share. The transaction occurred on 22 April 2025.

Following the above transaction, Mr Mullan has a total holding of 27,096 Ordinary Shares, equating to less than 0.1% of the Company's issued share capital.

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About Dotdigital

Dotdigital Group plc (AIM: DOTD) is a leading provider of cross-channel marketing automation technology to marketing professionals. Dotdigital's customer experience and data platform (CXDP) combines the power of automation and AI to help businesses deliver hyper-relevant customer experiences at scale. With Dotdigital, marketing teams can unify and enrich their customer data, identify valuable customer segments, and deliver personalised cross-channel customer journeys that result in engagements, conversions, and loyalty.

Founded in 1999, Dotdigital is headquartered in London with offices in Croydon, Manchester, New York, Melbourne, Sydney, Singapore, Tokyo, Amsterdam, Cape Town, and Warsaw. Dotdigital's solutions empower over 4,000 brands across 150 countries.

This announcement contains inside information for the purposes of article 7 of the Market Abuse Regulation (EU) 596/2014 as amended by regulation 11 of the Market Abuse (Amendment) (EU Exit) Regulations 2019/310. With the publication of this announcement, this information is now considered to be in the public domain.

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