

30 April 2025

Mortgage Advice Bureau (Holdings) plc

("MAB" or the "Company")

Grant of Options, PDMR Dealing, and Total Voting Rights

Mortgage Advice Bureau (Holdings) plc (AIM: MAB1.L) announces that a total of 408,418 options over ordinary shares of 0.1 pence each in the Company ("Ordinary Shares") (the "Options") have been granted on 29 April 2025 to the Executive Directors and senior executives of MAB. The Options have been granted under the Mortgage Advice Bureau Executive Share Option Plan and exercise of the Options is subject to the achievement of a performance condition based on growth in adjusted diluted earnings per share (the "Performance Condition") over the period of 1 January 2025 to 31 December 2027. Subject to achievement of the Performance Condition, the Options will become exercisable on 29 April 2028. The exercise price for the Options is 0.1 pence, being the nominal cost of Ordinary Shares.

A number of Persons Discharging Managerial Responsibility ("PDMR") were granted Options as set out below:

PDMR	Number of Options granted	Total number of options	Number of Shares owned (not including Options)	Percentage owned
Peter Brodnicki	62,344	308,676	10,401,557	17.95%
Ben Thompson	62,344	248,711	93,682	0.16%
Emilie McCarthy	57,793	107,135	3,265	0.01%
Paul Gill	18,703	33,848	1,383	0.00%

Separately, MAB announces that, on 29 April 2025, a one-off grant of 534,660 Options over Ordinary Shares was awarded to senior executives of Fluent Money Limited ("Fluent") under the Fluent Money Limited Long-Term Incentive Plan 2025. Each Option is subject to Performance Conditions. The Exercise of each Option is subject to the Optionholder agreeing to be bound by the Rules of the Plan, the Performance Conditions and any other terms applying to the relevant Option. 75% of the Shares subject to each Option granted will vest on 29 April 2028 and the remaining on 29 April 2029. For each date the Committee will determine the extent to which the Performance Conditions have been satisfied. The exercise price for the Options is 0.1 pence, being the nominal cost of Ordinary Shares.

The total number of Ordinary Shares now under option is 1,696,871 representing 2.9% of the Company's issued share capital.

In accordance with the Disclosure and Transparency Rules (DTR 5.6.1R) the Company notifies the market of the following:

As at the date of this announcement, the Company's issued share capital consists of 57,956,789 ordinary shares of 0.1 pence each ("Ordinary Shares"), with voting rights. The Company does not hold any Ordinary Shares in Treasury.

Therefore, the total number of Ordinary Shares with voting rights is 57,956,789, and this figure may be used by shareholders in the Company as the denominator for the calculations by which they will determine if they are required to notify their interest in, or a change in their interest in, the share capital of the Company under the Financial Conduct Authority's Disclosure and Transparency Rules.

ENDS

Enquiries:
Mortgage Advice Bureau (Holdings) plc
Peter Brodnicki, Chief Executive Officer
Ben Thompson, Deputy Chief Executive Officer
Emilie McCarthy, Chief Financial Officer

Via Camarco

Nominated Adviser and Joint Broker
Keefe, Bruyette & Woods, a Stifel Company
Erik Anderson / Nick Harland / Francis North

+44 (0)20 7710 7600

Joint Broker
Berenberg
James Felix / Michael Burke / Dan Gee-Summons

+44 (0) 20 3207 7800

Joint Broker
Peel Hunt LLP
Andrew Buchanan / Oliver Jackson

+44 (0) 20 7418 8900

Financial PR
Camarco
Tom Huddart / Louise Dolan / Letaba Rimell

mab@camarco.co.uk

+44 (0) 203 757 4980

Investor Relations

Investor.relations@mab.org.uk

About Mortgage Advice Bureau:

MAB is one of the UK's leading consumer intermediary brands and specialist networks for mortgage advisers.

Through its partner firms known as Appointed Representatives (ARs), MAB has approximately 2,000 advisers providing expert advice to customers on a range of mortgage, specialist lending, protection, and general insurance products. MAB supports its AR firms with proprietary technology and services, including adviser recruitment and lead generation, learning and development, compliance auditing and supervision, and digital marketing and website solutions.

For more information, visit www.mortgageadvicebureau.com

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	Peter Brodnicki
2	Reason for the notification	
a)	Position/status	Person Discharging Managerial Responsibility, Executive Director
b)	Initial notification /Amendment	Initial notification
3	Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor	
a)	Name	Mortgage Advice Bureau (Holdings) plc
b)	LEI	2138008AY1RA61T6W960
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	Ordinary Shares of 0.1 pence each ISIN: GB00BQSBH502
b)	Nature of the transaction	Granting of Options over Ordinary Shares

c)	Price(s) and volume(s)	Price	No. of shares	
		Exercise price: 0.1 pence	62,344	
d)	Aggregated information - Aggregated volume - Price	N/A		
e)	Date of the transaction	29 April 2025		
f)	Place of the transaction	Outside a trading venue		

1	Details of the person discharging managerial responsibilities / person closely associated			
a)	Name	Ben Thompson		
2	Reason for the notification			
a)	Position/status	Person Discharging Managerial Responsibility, Executive Director		
b)	Initial notification /Amendment	Initial notification		
3	Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor			
a)	Name	Mortgage Advice Bureau (Holdings) plc		
b)	LEI	2138008AY1RA61T6W960		
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	Ordinary Shares of 0.1 pence each ISIN: GB00BQSBH502		
b)	Nature of the transaction	Granting of Options over Ordinary Shares		
c)	Price(s) and volume(s)	Price	No. of shares	
		Exercise price: 0.1 pence	62,344	
d)	Aggregated information - Aggregated volume	N/A		

	- Price	
e)	Date of the transaction	29 April 2025
f)	Place of the transaction	Outside a trading venue

1	Details of the person discharging managerial responsibilities / person closely associated			
a)	Name	Emilie McCarthy		
2	Reason for the notification			
a)	Position/status	Person Discharging Managerial Responsibility, Executive Director		
b)	Initial notification /Amendment	Initial notification		
3	Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor			
a)	Name	Mortgage Advice Bureau (Holdings) plc		
b)	LEI	2138008A Y1RA61T6W960		
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 0.1 pence each		
	Identification code	ISIN: GB00BQSBH502		
b)	Nature of the transaction	Granting of Options over Ordinary Shares		
c)	Price(s) and volume(s)	Price	No. of shares	
		Exercise price: 0.1 pence	57,793	
d)	Aggregated information - Aggregated volume - Price	N/A		
e)	Date of the transaction	29 April 2025		
f)	Place of the transaction	Outside a trading venue		

1	Details of the person discharging managerial responsibilities / person closely associated			
----------	--	--	--	--

1 Details of the person discharging managerial responsibilities / person closely associated				
a)	Name	Paul Gill		
2 Reason for the notification				
a)	Position/status	Person Discharging Managerial Responsibility, Executive Director		
b)	Initial notification /Amendment	Initial notification		
3 Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor				
a)	Name	Mortgage Advice Bureau (Holdings) plc		
b)	LEI	2138008AY1RA61T6W960		
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 0.1 pence each		
	Identification code	ISIN: GB00BQSBH502		
b)	Nature of the transaction	Granting of Options over Ordinary Shares		
c)	Price(s) and volume(s)	Price	No. of shares	
		Exercise price: 0.1 pence	18,703	
d)	Aggregated information - Aggregated volume - Price	N/A		
e)	Date of the transaction	29 April 2025		
f)	Place of the transaction	Outside a trading venue		

This information is provided by RNS, the news service of the London Stock Exchange. RNS is approved by the Financial Conduct Authority to act as a Primary Information Provider in the United Kingdom. Terms and conditions relating to the use and distribution of this information may apply. For further information, please contact rns@seg.com or visit www.ms.com.

RNS may use your IP address to confirm compliance with the terms and conditions, to analyse how you engage with the information contained in this communication, and to share such analysis on an anonymised basis with others as part of our commercial services. For further information about how RNS and the London Stock Exchange use the personal data you provide us, please see our [Privacy Policy](#).

END

DSHEAKLEDFLSEFA