

2 May 2025

VIDENDUM PLC

Notification of Transactions of Directors and Persons Discharging Managerial Responsibility ("PDMRs")

Videndum plc (the "**Company**") announces the following transactions in the Company's ordinary shares undertaken by Directors and PDMRs. The transactions were effected by way of a direct subscription for shares in the Company as part of the equity raise announced on 30 April 2025.

Directors

Name	Position	Prior shareholding	Number of shares purchased at 85p per share	Shareholding post-direct subscription
Stephen Harris	Chairman	133,392	35,297	168,689
Graham Oldroyd	Non-Executive Director	37,453	11,764	49,217
Richard Tyson	Non-Executive Director & Senior Independent Director	6,388	11,764	18,152
Anna Vikström Persson	Non-Executive Director	26,217	11,764	37,981
Eva Lindqvist	Non-Executive Director	20,000	11,764	31,764

Notification of Dealing Form

The following notifications are made under Article 19(1) of the UK Market Abuse Regulation in relation to certain transactions by PDMRs.

1	Details of the persons discharging managerial responsibilities / person closely associated	
a)	Name(s)	1. Stephen Harris 2. Graham Oldroyd 3. Richard Tyson 4. Anna Vikström Persson 5. Eva Lindqvist
2	Reason for the notification	
a)	Position/status	1. Chairman, PDMR 2. Non-Executive Director, PDMR 3. Non-Executive Director & Senior Independent Director, PDMR 4. Non-Executive Director, PDMR 5. Non-Executive Director, PDMR
b)	Initial notification / Amendment	Initial notification
3	Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor	
a)	Name	Videndum plc

b)	LEI	2138007H5DQ4X8YOCF14														
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 20 pence each, with voting rights attached. ISIN Code: GB0009296665														
b)	Nature of the transaction	Direct subscription for Videndum plc shares														
c)	Price(s) and volume(s)	<table><tr><th>Price</th><th>Volume</th></tr><tr><td>1. 85p</td><td>35,297</td></tr><tr><td>2. 85p</td><td>11,764</td></tr><tr><td>3. 85p</td><td>11,764</td></tr><tr><td>4. 85p</td><td>11,764</td></tr><tr><td>5. 85p</td><td>11,764</td></tr></table>	Price	Volume	1. 85p	35,297	2. 85p	11,764	3. 85p	11,764	4. 85p	11,764	5. 85p	11,764		
Price	Volume															
1. 85p	35,297															
2. 85p	11,764															
3. 85p	11,764															
4. 85p	11,764															
5. 85p	11,764															
d)	Aggregated information	N/A (single transaction)														
e)	Date of the transactions	2 May 2025														
f)	Place of the transactions	London Stock Exchange, Main Market														

Enquiries:

Jon Bolton
Group Company Secretary
020 8332 4600

A snapshot of Videndum plc

Videndum is a leading global provider of premium branded hardware products and software solutions to the growing content creation market.

Videndum's customers include broadcasters, film studios, production and rental companies, photographers, independent content creators, gamers, professional musicians and enterprises. Our product portfolio includes camera supports, video transmission systems and monitors, live streaming solutions, smartphone accessories, robotic camera systems, prompters, LED lighting, mobile power, carrying solutions, backgrounds, motion control, audio capture, and noise reduction equipment.

We employ around 1,500 people across the world in 10 different countries. Videndum plc is listed on the London Stock Exchange, ticker: VID.

More information can be found at: <https://videndum.com/>

LEI number: 2138007H5DQ4X8YOCF14

information, please contact ms@seg.com or visit www.ms.com.

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