RNS Number: 7209l XP Factory PLC 14 May 2025

14 May 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 13 May 2025, XP Factory received notification from Link Group, the trustee of the SIP, that, on 12 May 2025, it purchased an aggregate of 5,605 Partnership Shares in the market at a price of 13.3791 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.

	Number of Partnership	Number of	Total beneficial holding of Ordinary Shares following these acquisitions	
Director / PDMR	Shares acquired under the SIP on 12 May 2025	Matching Shares acquired under the SIP on 12 May 2025	No. of Ordinary Shares	Approximate % of Company's issued share capital
Richard Harpham	1,121	1,121	957,142	0.55%
Graham Bird	1,121	1,121	2,025,775	1.16%
Andrew Jacobs	1,121	1,121	1,355,325	0.77%
Sarah Lloyd-Baker	1,121	1,121	187,243	0.11%
Joanne Briscoe	1,121	1,121	47,420	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, or auction monitor	emission allowance market partici	pant, auction platform, auctioneer	
a)	Name	XP Factory plc		
b)	LEI	213800CMIYV5Q38P2487		
4		ion(s): section to be repeated for (i iii) each date; and (iv) each place		
Description of the financial instrument, type of instrument Ordinary shares of 1.25 pence ("Shares")		ares")		
	Identification code	GB00BDB79J29		
b)	Nature of the transaction	Shares purchased under the "Partnership Share" element of the Company's all-employee Share Incentive Plan.		
		Price(s)	Volume(s)	
c)	Price(s) and volume(s)	£0.133791	1,121	
d)	Aggregated information - Aggregated volume - Price	Not applicable		
e)	Date of the transaction	12 May 2025		
f)	Place of the transaction	London Stock Exchange		
4	Details of the transact type of transaction; (conducted	 ion(s): section to be repeated for (i) each type of instrument; (ii) each iii) each date; and (iv) each place where transactions have been		
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 awarded under the "Matching Share" element of the Company's all-employee Share Incentive Plan.		
	transaction	all-employee Share Incentive Plan.	g onate company s	
	transaction			
c)	Price(s) and volume(s)	Price(s) £0.00	Volume(s) 1,121	
c) d)		Price(s)	Volume(s)	
	Price(s) and volume(s) Aggregated information - Aggregated volume	Price(s) £0.00	Volume(s)	
d)	Price(s) and volume(s) Aggregated information - Aggregated volume - Price Date of the transaction	Price(s) £0.00 Not applicable	Volume(s)	
d) e)	Price(s) and volume(s) Aggregated information - Aggregated volume - Price Date of the transaction Place of the transaction	Price(s) £0.00 Not applicable 12 May 2025	Volume(s) 1,121	

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2	Reason for the notifica	fication		
a)	Position/status	Director, Chief Financial Officer		
b)	Initial notification/ Amendment	Initial Notification		
3	Details of the issuer, or auction monitor	issuer, emission allowance market participant, auction platform, auctioneer onitor		
a)	Name	XP Factory plc		
b)	LEI	213800CMIYV5Q38P2487		
4) each type of instrument; (ii) each ce where transactions have been	
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	Identification code	GB00BDB79J29		
b)	Nature of the transaction	Shares purchased under the "Partnership Share" element of the Company's all-employee Share Incentive Plan.		
		Price(s)	Volume(s)	
c)	Price(s) and volume(s)	£0.133791	1,121	
d)	Aggregated information - Aggregated volume - Price	Not applicable		
e)	Date of the transaction	12 May 2025		
f)	Place of the transaction	London Stock Exchange		
4		tion(s): section to be repeated for (i) each type of instrument; (ii) each (iii) each date; and (iv) each place where transactions have been		
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 awarded under the "Matching Share" element of the Company's all-employee Share Incentive Plan.		
		Price(s)	Volume(s)	
c)	Price(s) and volume(s)	£0.00	1,121	
d)	Aggregated information - Aggregated volume - Price	Not applicable		
ه)	Date of the transaction	12 May 2025	-	

	Date of the transaction	,	
)	Place of the transaction	London Stock Exchange	
1	Details of the person of	lischarging managerial responsibi	lities/person closely associated
a)	Name	Andrew Jacobs	
2	Reason for the notifica	ation	
a)	Position/status	PDMR, COO	
o)	Initial notification/ Amendment	Initial Notification	
3	Details of the issuer, or auction monitor	emission allowance market partici	pant, auction platform, auctioneer
a)	Name	XP Factory plc	
o)	LEI	213800CMIYV5Q38P2487	
4) each type of instrument; (ii) each ce where transactions have been
a)	Description of the financial instrument, type of instrument	Ordinary shares of 1.25 pence ("Shares")	
	Identification code	GB00BDB79J29	
o)	Nature of the transaction	Shares purchased under the "Partnership Share" element of the Company's all-employee Share Incentive Plan.	
		Price(s)	Volume(s)
;)	Price(s) and volume(s)	£0.133791	1,121
d)	Aggregated information - Aggregated volume - Price	Not applicable	
∋)	Date of the transaction	12 May 2025	
		London Stock Exchange	
)	Place of the transaction	London Stock Exchange	
4	Details of the transact	ion(s): section to be repeated for (i) each type of instrument; (ii) each ce where transactions have been
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4	Details of the transact type of transaction; (conducted Description of the financial instrument,	ion(s): section to be repeated for (i iii) each date; and (iv) each plac	ce where transactions have been

,	la	Price(s)	Volume(s)
c)	Price(s) and volume(s)	£0.00	1,121
d)	Aggregated information - Aggregated volume - Price	Not applicable	
e)	Date of the transaction	12 May 2025	
f)	Place of the transaction	London Stock Exchange	
1	Details of the person of	lischarging managerial responsibil	ities/person closely associated
a)	Name	Sarah Lloyd-Baker	
2	Reason for the notifica	ation	
a)	Position/status	PDMR, CMO	
b)	Initial notification/ Amendment	Initial Notification	
3	Details of the issuer, e or auction monitor	emission allowance market partici	pant, auction platform, auctioneer
a)	Name	XP Factory plc	
b)	LEI	213800CMIYV5Q38P2487	
4	Details of the transact type of transaction; (conducted	ion(s): section to be repeated for (i iii) each date; and (iv) each plac) each type of instrument; (ii) each ce where transactions have been
a)	Description of the financial instrument, type of instrument	Ordinary shares of 1.25 pence ("Sha	ares")
	Identification code	GB00BDB79J29	
b)	Nature of the transaction	Shares purchased under the "Partnership Share" element of the Company's all-employee Share Incentive Plan.	
		Price(s)	Volume(s)
c)	Price(s) and volume(s)	£0.133791	1,121
d)	Aggregated information - Aggregated volume - Price	Not applicable	
e)	Date of the transaction	12 May 2025	
f)	Place of the transaction	London Stock Exchange	
4		saction(s): section to be repeated for (i) each type of instrument; (ii) each on; (iii) each date; and (iv) each place where transactions have been	
	Description of the		

a)	financial instrument, type of instrument	Ordinary shares of 1.25 pence ("Shares")	
Identification code GB00BDB79J29			
b)	Nature of the transaction	Shares awarded under the "Matching Share" element of the Company's all-employee Share Incentive Plan.	
		Price(s)	Volume(s)
c)	Price(s) and volume(s)	£0.00	1,121
d)	Aggregated information - Aggregated volume - Price	Not applicable	
e)	Date of the transaction	12 May 2025	
f)	Place of the transaction	London Stock Exchange	
1	Details of the person of	lischarging managerial responsibi	lities/person closely associated
a)	Name	Joanne Briscoe	
2	Reason for the notification	ation	
a)	Position/status	PDMR, Group General Counsel, Company Secretary	
b)	Initial notification/ Amendment	Initial Notification	
3	Details of the issuer, or auction monitor	emission allowance market participant, auction platform, auctioneer	
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.	
		Price(s)	Volume(s)
c)	Price(s) and volume(s)	£0.133791	1,121
d)	Aggregated information - Aggregated volume - Price	Not applicable	

e) Date of the transaction 12 May 2025 f) Place of the transaction London Stock Exchange Details of the transaction(s): section to be repeated for (i) each type of instrument; (i type of transaction; (iii) each date; and (iv) each place where transactions have conducted Description of the financial instrument, type of instrument, type of instrument identification code GB00BD879J29 b) Nature of the transaction Shares awarded under the "Matching Share" element of the Conall-employee Share Incentive Plan. c) Price(s) Volume(s) £0.00 1,121 Aggregated information Aggregated volume Price Price Date of the transaction 12 May 2025 f) Place of the transaction London Stock Exchange					
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b) Nature of the transaction Shares awarded under the "Matching Share" element of the Conall-employee Share Incentive Plan. Price(s) Volume(s) £0.00 1,121 Aggregated information - Aggregated volume - Price e) Date of the transaction 12 May 2025	a	financial instrument,	Ordinary shares of 1.25 pence ("Shares")		
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Aggregated information - Aggregated volume - Price Not applicable Price Date of the transaction 12 May 2025		Price(s) and volume(s)	Price(s)	Volume(s)	
d) information - Aggregated volume - Price e) Date of the transaction 12 May 2025	C)		£0.00	1,121	
	ď	information - Aggregated volume	Not applicable		
f) Place of the transaction London Stock Exchange	e) Date of the transaction	12 May 2025		
	f)	Place of the transaction	London Stock Exchange		

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