

22 May 2025

Ebiquty plc
Director/PDMR Shareholding

Ebiquty plc ("Ebiquty" or the "Company"), a world leader in media investment analysis, announces that on 21 May 2025, Kayte Herrity, Chief Financial Officer, was granted an award over up to 1,183,673 ordinary shares of 25p each in the Company ("Ordinary Shares") under the Company's Long Term Incentive Plan ("LTIP") (the "Award").

The Award is in the form of nil priced options and is subject to the following conditions:

- 60% of the Award (over up to 710,204 Ordinary Shares) has been granted as a performance share award ("PSUs") and is subject to a performance target based on the Company's Total Shareholder Return ("TSR") ranking among a comparator group of AIM-listed companies, measured over a three-year period to 31 December 2027. Subject to the rules of the LTIP, the PSUs will vest as to 25% if the Company's TSR performance ranks at median among the comparator group, increasing to 100% if its ranking is in the upper quartile, with a sliding scale between the two; and
- 40% of the Award (over up to 473,469 Ordinary Shares) has been granted as restricted stock. The number of Ordinary Shares that will vest is subject to the discretion of the Company's Remuneration Committee and will be assessed against the underlying performance of the Company over a three-year period to 31 December 2027, taking into account matters such as share price, earnings per share performance and such other financial and/or non-financial factors as it deems appropriate.

Ruben Schreurs, the Company's Chief Executive Officer, has declined to receive an award under the LTIP for the current year.

The notification below, made in accordance with the requirements of the UK Market Abuse Regulation, provide further detail in respect of the transactions described above.

1.	Details of the person discharging managerial responsibilities/person closely associated		
a)	Name:	Katharine (Kayte) Herrity	
2.	Reason for the notification		
a)	Position/status:	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:	Ebiquty plc	
b)	LEI:	2138004YRTDJ7FJSWF20	
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 25p each GB0004126057	
b)	Nature of the transaction:	Grant of share option award	
c)	Price(s) and volume(s):	Price(s)	Volume(s)
		nil	1,183,673

d)	Aggregated information: <ul style="list-style-type: none"> • Aggregated volume: • Price: 	n/a - single transaction
e)	Date of the transaction:	21 May 2025
f)	Place of the transaction:	Outside of a trading venue

Enquiries:

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About Ebiquity plc

Ebiquity plc is a world leader in media investment analysis. It harnesses the power of data to provide independent, fact-based advice, enabling brand owners to perfect media investment decisions and improve business outcomes. Ebiquity is able to provide independent, unbiased advice and solutions to brands because we have no commercial interest in any part of the media supply chain.

We are a data-driven solutions company helping brand owners drive efficiency and effectiveness from their media spend, eliminating wastage and creating value. We provide analysis and solutions through four Service Lines: Media management, Media performance, Marketing effectiveness and Contract Compliance.

Ebiquity's clients are served by more than 575 media specialists, covering 80% of the global advertising market.

The Company has the most comprehensive, independent view of today's global media market, analysing over US 100bn of media spend and contract value from over 123 countries annually, including trillions of digital media impressions.

As a result, over 75 of the world's top 100 advertisers today choose Ebiquity as their trusted independent media advisor.

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