

17 July 2025

Mortgage Advice Bureau (Holdings) plc
(the "Company")

Directors' Shareholdings and PDMR notification

The Company has been notified that on 14 July 2025 certain Directors of the Company or their connected parties have purchased Ordinary Shares of 0.1p ("Shares") as follows:

Director	Date of purchase	Number of Shares purchased	Number of Matching Shares ^[1]	Aggregate number of Shares purchased	Purchase price	Total number of Shares held following purchase	Percentage of issued Share capital held after purchase
Ben Thompson	14 July 2025	19	19	38	808.00p	93,845	0.16%
Paul Gill	14 July 2025	18	18	36	808.00p	1,515	0.003%

^[1] Under the Mortgage Advice Bureau Share Incentive Plan, the Company matches the employee purchase.

The notification below is made in accordance with the requirements of the UK Market Abuse Regulation.

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	Ben Thompson
2	Reason for the notification	
a)	Position/status	Deputy Chief Executive Officer / PDMR
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	Purchase of Ordinary Shares		
c)	Price(s) and volume(s)	Price	No. of Shares	
		808.00p	19 (Purchased Shares)	
		808.00p	19 (Matching Shares)	
d)	Aggregated information - Aggregated volume - Price	Volume: 38 Price: 808.00p		
e)	Date of the transaction	2025-07-14		
f)	Place of the transaction	London Stock Exchange, AIM		

1	Details of the person discharging managerial responsibilities / person closely associated	
a)	Name	Paul Gill
2	Reason for the notification	
a)	Position/status	Group Chief Risk Officer / PDMR
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	Purchase of Ordinary Shares		
c)	Price(s) and volume(s)	Price	No. of Shares	
		808.00p	18 (Purchased Shares)	
		808.00p	18 (Matching Shares)	
d)	Aggregated information - Aggregated volume - Price	Volume: 36 Price: 808.00p		
e)	Date of the transaction	2025-07-14		
f)	Place of the transaction	London Stock Exchange, AIM		

Enquiries:

Mortgage Advice Bureau (Holdings) plc

Peter Brodnicki, Chief Executive Officer
Ben Thompson, Deputy Chief Executive Officer
Emilie McCarthy, Chief Financial Officer

Nominated Adviser and Joint Broker

Keefe, Bruyette & Woods, a Stifel Company

Erik Anderson / Nick Harland / Francis North

Joint Broker

Berenberg

James Felix / Michael Burke / Dan Gee-Summons

Joint Broker

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About Mortgage Advice Bureau (Holdings) plc:

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

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