

RNS

29 July 2025

**Mercia Asset Management PLC**  
**("Mercia", the "Company" or the "Group")**

**Director/PDMR Dealings**

Mercia Asset Management PLC (AIM: MERC), the regionally focused, private capital asset manager with c. £2.0billion of assets under management, announces that it has received notifications of the following transactions relating to Ordinary shares of £0.00001 each in the capital of Mercia ("**Ordinary Shares**") by Directors and PDMRs of the Company as follows:

- Mark Payton, Director and Chief Executive Officer of the Company, became beneficially interested in a further 190,689 Ordinary Shares. These shares were bought at 32.45, 32.50, 32.88 and 32.95 pence per share.
- Martin Glanfield, Director and Chief Financial Officer of the Company, became beneficially interested in a further 157,475 Ordinary Shares. These shares were bought at 33.24 pence per share.
- Jocelyne Bath, Chief Operating Officer of the Company, became beneficially interested in 97,570 Ordinary Shares. These shares were bought at 32.45 pence per share.

The personal share purchases by Messrs Payton, Glanfield and Bath (445,734 shares in total) are the re-investment of part of their 31 March 2025 net bonuses, and the shares will be held for a minimum period of one year.

Following the above transactions, Messrs Payton, Glanfield and Bath are beneficially interested in the following number of Ordinary Shares:

Director/PDMR	Number of Ordinary Shares	Percentage of issued and voting Ordinary share capital
Mark Payton*	7,521,405	1.74%
Martin Glanfield**	2,151,269	0.50%
Jocelyne Bath	97,570	0.02%

\* Including 12,793 Ordinary Shares held by Katharine Yeo

\*\* Including 125,784 Ordinary Shares held by Bryonie Glanfield

The notifications below are made in accordance with the requirements of the Market Abuse Regulations.

<b>1</b>	<b>Details of the person discharging managerial responsibilities / person closely associated</b>	
a)	Name	Mark Payton
<b>2</b>	<b>Reason for the notification</b>	
a)	Position / status	Director (PDMR)
b)	Initial notification / amendment	Initial
<b>3</b>	<b>Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor</b>	
a)	Name	Mercia Asset Management PLC
b)	LEI	213800A1Q4CF57NECG66
<b>4</b>	<b>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</b>	

a)	Description of the financial instrument, type of instrument  Identification code	Ordinary shares of £0.00001 each  ISIN: GB00BSL71W47											
b)	Nature of the transaction	Acquisition of 190,689 Ordinary shares											
c)	Price(s) and volume(s)	<table><tr><td>Price(s)</td><td>Volume(s)</td></tr><tr><td>32.45p</td><td>45,422</td></tr><tr><td>32.50p</td><td>90,849</td></tr><tr><td>32.88p</td><td>51,479</td></tr><tr><td>32.95p</td><td>2,939</td></tr></table>		Price(s)	Volume(s)	32.45p	45,422	32.50p	90,849	32.88p	51,479	32.95p	2,939
Price(s)	Volume(s)												
32.45p	45,422												
32.50p	90,849												
32.88p	51,479												
32.95p	2,939												
d)	Aggregated information  - Aggregated volume  - Price	190,689  32.60p											
e)	Date of the transaction	28 July 2025											
f)	Place of the transaction	AIM (AIMX)											

1	Details of the person discharging managerial responsibilities / person closely associated						
a)	Name	Martin Glanfield					
2	Reason for the notification						
a)	Position / status	Director (PDMR)					
b)	Initial notification / amendment	Initial					
3	Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor						
a)	Name	Mercia Asset Management PLC					
b)	LEI	213800A1Q4CF57NECG66					
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 £0.00001 each  ISIN: GB00BSL71W47					
b)	Nature of the transaction	Acquisition of 157,475 Ordinary shares					
c)	Price(s) and volume(s)	<table><tr><td>Price(s)</td><td>Volume(s)</td></tr><tr><td>33.24p</td><td>157,475</td></tr></table>		Price(s)	Volume(s)	33.24p	157,475
Price(s)	Volume(s)						
33.24p	157,475						
d)	Aggregated information  - Aggregated volume  - Price	157,475  33.24p					

e)	Date of the transaction	28 July 2025
f)	Place of the transaction	AIM (AIMX)

<b>1</b>	<b>Details of the person discharging managerial responsibilities / person closely associated</b>					
a)	Name	Jocelyne Bath				
<b>2</b>	<b>Reason for the notification</b>					
a)	Position / status	PDMR				
b)	Initial notification / amendment	Initial				
<b>3</b>	<b>Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor</b>					
a)	Name	Mercia Asset Management PLC				
b)	LEI	213800A1Q4CF57NECG66				
<b>4</b>	<b>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</b>					
a)	Description of the financial instrument, type of instrument  Identification code	Ordinary shares of £0.00001 each  ISIN: GB00BSL71W47				
b)	Nature of the transaction	Acquisition of 97,570 Ordinary shares				
c)	Price(s) and volume(s)	<table border="1"> <tr> <th>Price(s)</th> <th>Volume(s)</th> </tr> <tr> <td>32.45p</td> <td>97,570</td> </tr> </table>	Price(s)	Volume(s)	32.45p	97,570
Price(s)	Volume(s)					
32.45p	97,570					
d)	Aggregated information  - Aggregated volume  - Price	<table border="1"> <tr> <td>97,570</td> <td>32.45p</td> </tr> </table>		97,570	32.45p	
97,570	32.45p					
e)	Date of the transaction	28 July 2025				
f)	Place of the transaction	AIM (AIMX)				

- Ends -

**For further information, please contact:**

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**About Mercia Asset Management PLC**

Mercia is a private capital asset manager focused on supporting regional SMEs to achieve their growth aspirations. Mercia provides capital across its four asset classes of venture, debt, private equity and proprietary capital: the Group's 'Complete Connected Capital'.

The Group has a strong UK footprint through its 11 regional offices, extensive local adviser and personal networks, and university partnerships, providing it with access to high-quality deal flow.

Mercia Asset Management PLC is quoted on AIM with the EPIC "MERC".

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