

Certain information contained within this announcement is deemed by the Company to constitute inside information as stipulated under the Market Abuse Regulation (EU) No. 596/2014 ("MAR") as applied in the United Kingdom. Upon publication of this announcement, this information is now considered to be in the public domain.

5 August 2025

Finseta plc
("Finseta" or the "Company")

Director/PDMR Shareholding

Finseta (AIM: FIN), a foreign exchange and payments solutions company offering multi-currency accounts to businesses and individuals through its proprietary technology platform, announces that yesterday a number of transactions in the ordinary shares of the Company ("Ordinary Shares") took place, as outlined below.

Director	No. of Ordinary Shares purchased	Price per Ordinary Share purchased	Total no. of Ordinary Shares held post purchase	Percentage of total voting rights post purchase
James Hickman, CEO	20,000	25.74p	223,773	0.39%
Judy Happe, CFO	10,000	26.75p	45,516	0.08%
Simon Bullock, Non-executive Director	25,000	26.75p	175,000	0.30%

Additionally, William Newton, Chief Information Officer, yesterday sold and repurchased Ordinary Shares through a Bed and SIPP arrangement, in order to effect the transfer of shares to his Self-Invested Personal Pension ("SIPP").

The transaction is summarised below:

Director	Shares Sold	Shares acquired	Total holding following notification	% of the current issued Ordinary Share Capital
William Newton, CIO	154,240	154,240	2,192,787	3.78%

The notification below, made in accordance with the requirements of the EU Market Abuse Regulation as it forms part of UK domestic law by virtue of the European Union (Withdrawal) Act 2018, provides further detail.

1	Details of the person discharging managerial responsibilities/person closely associated	
a)	Name	James Hickman
2 Reason for the notification		
a)	Position/status	Chief Executive Officer
b)	Initial notification/amendment	Initial Notification
3	Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor	
a)	Name	Finseta plc

b)	LEI	213800O4IL2RXZ2BZ956				
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 1 penny each GB00BNG7CD28				
b)	Nature of the transaction	Purchase of Ordinary Shares				
c)	Price(s) and volume(s)	<table border="1"> <tr> <th>Price(s)</th> <th>Volume(s)</th> </tr> <tr> <td>25.74p</td> <td>20,000</td> </tr> </table>	Price(s)	Volume(s)	25.74p	20,000
Price(s)	Volume(s)					
25.74p	20,000					
d)	Aggregated information - Aggregated volume - Price	N/A				
e)	Date of the transaction	4 August 2025				
f)	Place of the transaction	London Stock Exchange, AIM				

1	Details of the person discharging managerial responsibilities/person closely associated					
a)	Name	Judy Happe				
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	Finseta plc				
b)	LEI	213800O4IL2RXZ2BZ956				
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e)	Date of the transaction	4 August 2025				

f)	Place of the transaction	London Stock Exchange, AIM
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1	Details of the person discharging managerial responsibilities/person closely associated					
a)	Name	Simon Bullock				
2	Reason for the notification					
a)	Position/status	Non-Executive Director				
b)	Initial notification/amendment	Initial Notification				
3	Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor					
a)	Name	Finseta plc				
b)	LEI	213800O4IL2RXZ2BZ956				
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Price(s)	Volume(s)					
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d)	Aggregated information - Aggregated volume - Price	N/A				
e)	Date of the transaction	4 August 2025				
f)	Place of the transaction	London Stock Exchange, AIM				

1	Details of the person discharging managerial responsibilities/person closely associated	
a)	Name	William Newton
2	Reason for the notification	
a)	Position/status	Chief Information Officer
b)	Initial notification/amendment	Initial Notification
3	Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor	
a)	Name	Finseta plc
b)	LEI	213800O4IL2RXZ2BZ956

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 1 penny each GB00BNG7CD28						
b)	Nature of the transaction	1. Sale of Ordinary Shares from share dealing account 2. Repurchase of Ordinary Shares into his SIPP						
c)	Price(s) and volume(s)	<table border="1"> <thead> <tr> <th>Price(s)</th> <th>Volume(s)</th> </tr> </thead> <tbody> <tr> <td>26.135p (sale)</td> <td>154,240</td> </tr> <tr> <td>26.368p (repurchase)</td> <td>154,240</td> </tr> </tbody> </table>	Price(s)	Volume(s)	26.135p (sale)	154,240	26.368p (repurchase)	154,240
Price(s)	Volume(s)							
26.135p (sale)	154,240							
26.368p (repurchase)	154,240							
d)	Aggregated information - Aggregated volume - Price	N/A						
e)	Date of the transaction	4 August 2025						
f)	Place of the transaction	London Stock Exchange, AIM						

Enquiries

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About Finseta plc

Finseta plc (AIM: FIN) is a foreign exchange and payments company offering multi-currency accounts and payment solutions to businesses and individuals. Headquartered in the City of London, Finseta combines a proprietary technology platform with a high level of personalised service to support clients with payments in over 165 countries in 150 currencies. With a track record of over 15 years, Finseta has the expertise, experience and expanding global partner network to be able to execute complex cross-border payments. It is fully regulated, through its wholly-owned subsidiaries, by the Financial Conduct Authority as an Electronic Money Institution; by the Financial Transactions and Reports Analysis Centre of Canada as a Money Services Business; and by the Dubai Financial Services Authority under a Category 3D licence. www.finseta.com

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