

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><tr><td>Price(s)</td><td>Volume(s)</td></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 | | | | | |
| 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 penny each | | | | | |
| | Identification code | GB00BNG7CD28 | | | | | |
| b) | Nature of the transaction | Purchase of Ordinary Shares | | | | | |
| c) | Price(s) and volume(s) | <table><tr><td>Price(s)</td><td>Volume(s)</td></tr><tr><td>26.75p</td><td>10,000</td></tr></table> | | Price(s) | Volume(s) | 26.75p | 10,000 |
| Price(s) | Volume(s) | | | | | | |
| 26.75p | 10,000 | | | | | | |
| d) | Aggregated information | | | | | | |
| | - Aggregated volume | N/A | | | | | |
| | - Price | | | | | | |
| 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 | 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 | 21380004IL2RXZ2BZ956 | | | | |
| 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"> <thead> <tr> <th>Price(s)</th><th>Volume(s)</th></tr> </thead> <tbody> <tr> <td>26.75p</td><td>25,000</td></tr> </tbody> </table> | Price(s) | Volume(s) | 26.75p | 25,000 |
| Price(s) | Volume(s) | | | | | |
| 26.75p | 25,000 | | | | | |
| 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 | 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 | 21380004IL2RXZ2BZ956 |

| 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><tr><th>Price(s)</th><th>Volume(s)</th></tr><tr><td>26.135p (sale)</td><td>154,240</td></tr><tr><td>26.368p (repurchase)</td><td>154,240</td></tr></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 | | | | | | |

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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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