

3 October 2025

Ebiquity Plc
("the Company" or "Ebiquity")

Director Dealing

Ebiquity plc, a world leader in media investment analysis, announces that Chris Sweetland, non-executive director of the Company, purchased 150,000 ordinary shares of 25 pence each in the capital of the Company ("Ordinary Shares") on 2 October 2025 at a price of 14.29 pence per Ordinary Share.

Following the purchase, Chris Sweetland is interested in 150,000 Ordinary Shares, representing approximately 0.0011% of the total voting rights of the Company.

Enquiries:

Ebiquity plc +44 (0) 20 7650 9600
Dorcas Murray, Company Secretary

Camarco
Phoebe Pugh +44 (0) 7586 714 048
Alex Campbell +44 (0) 7710 230545

Cavendish Capital Markets +44 (0) 20 7220 0500
Nominated Advisor and Sole Broker
Ben Jaynes/ George Lawson - Corporate Finance
Julian Morse/ Louise Talbot/ Sunila de Silva - Sales/ ECM

About Ebiquity plc

Ebiquity is a world leader in media investment analysis. Trusted by more than 75 of the top 100 global advertisers - and 500 more worldwide - we analyse over 100 billion in media spend each year. This unmatched scale gives us the deepest data and the sharpest insights in the industry, powering the impartial advice our clients act on to make the right decisions that deliver Effective and Responsible Advertising.

Our work is driven by 650 media experts on the ground in 19 countries. Covering more than 80% of the world's media market, we are the most local and the most global, ensuring local relevance with global consistency.

With our evidence-based consultancy, clients transform their media operations, strengthen governance of their investments, and unlock significant incremental business growth.

On average, our clients achieve a 15% improvement in ROI and collectively generate over 1 billion in value annually through our digital governance programmes.

For further information, please visit: www.ebiquity.com

The following notification is made under article 19 of the UK Market Abuse Regulation in relation to the interests of person(s) discharging managerial responsibilities

1.	Details of the person discharging managerial responsibilities/person closely associated	
a)	Name:	Chris Sweetland
2.	Reason for the notification	

a)	Position/status:	Non-executive director (PDMR)	
b)	Initial notification/Amendment:	Initial notification	
3.	Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor		
a)	Name:	Ebiquity 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:	Purchase of Ordinary Shares	
c)	Price(s) and volume(s):	Price(s)	Volume(s)
		£0.1429p	150,000
d)	Aggregated information: · Aggregated volume: · Price:	N/a - single transaction as disclosed in 4 (c) above	
e)	Date of the transaction:	2025-10-02	
f)	Place of the transaction:	Outside a trading venue	

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