

Centaur Media plc
Incorporated in England and Wales
Registration number: 04948078
LEI: 2138005WK87G7DQRQI62
ISIN: GB0034291418

13 October 2025

Centaur Media Plc

("the Company")

Notification of Transaction by Director/PDMR and PCA

On 10 October 2025, the following awards ("**VCP Awards**") were granted under the Centaur Value Creation Plan (that was approved by shareholders at the 2025 AGM) to the following persons discharging managerial responsibilities:

Name of PDMR	Position	Share of Pool in relation to the VCP Award
Martin Rowland	Chief Executive Officer	81%
Simon Longfield	Chief Financial Officer	19%

Each VCP Award is in the form of a cash-settled award with vesting conditional upon performance growth in total shareholder value and continued service. A VCP Award entitles the holder to a share of a 'Pool', the value of which will be based on a cash amount calculated as 6.5% of the growth in the 'Shareholder Value' (being the market capitalisation of the Company calculated by reference to the Company share price plus the total value of any returns to shareholders calculated on a basis consistent with market standard total shareholder return (TSR) methodology).

The total potential value of the Pool is subject to an overall cap of £2.46m.

Further details of the VCP Awards, including the key terms and calculation methodology, are provided in the 2024 Directors' Remuneration Report and the notice of the AGM of the Company that was held on Thursday 8 May 2025.

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

1	Details of the persons discharging managerial responsibilities / persons closely associated		
a)	Name	Martin Rowland	
2	Reason for Notification		
a)	Position/status	Executive Chairman	
b)	Initial notification/Amendment	Initial Announcement	
3	Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor		
a)	Name	Centaur Media Plc	
b)	LEI	N/A	
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	A financial instrument linked to the value of ordinary shares of 10 pence each in the capital of Centaur Media Plc	
	Identification code	GB0034291418	
b)	Nature of the transaction	Grant of VCP Awards to receive a share in a pool of value created from the growth in 'Shareholder Value' (by reference to the price of Company shares plus the total value of any returns to shareholders of the Company calculated on a basis consistent with market standard total shareholder return (TSR) methodology).	
c)	Price(s) and volume(s)	Price(s)	Volume(s)
		Nil	81% of Pool
d)	Aggregated information - Aggregated volume - Price	N/A - single transaction	
e)	Date of the transaction	10 October 2025	
f)	Place of the transaction	Outside a trading venue	

1	Details of the persons discharging managerial responsibilities / persons closely associated		
a)	Name	Simon Longfield	
2	Reason for Notification		
a)	Position/status	Chief Financial Officer	
b)	Initial notification/Amendment	Initial Announcement	
3	Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor		
a)	Name	Centaur Media Plc	
b)	LEI	N/A	
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	A financial instrument linked to the value of ordinary shares of 10 pence each in the capital of Centaur Media Plc GB0034291418	
b)	Nature of the transaction	Grant of VCP Awards to receive a share in a pool of value created from the growth in 'Shareholder Value' (by reference to the price of Company shares plus the total value of any returns to shareholders of the Company calculated on a basis consistent with market standard total shareholder return (TSR) methodology).	
c)	Price(s) and volume(s)	Price(s)	Volume(s)
		Nil	19% of Pool
d)	Aggregated information - Aggregated volume - Price	N/A - single transaction	
e)	Date of the transaction	10 October 2025	
f)	Place of the transaction	Outside a trading venue	

For further information, please contact:

Simon Longfield
Company Secretary
0207 970 4000

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