

16 October 2025

Mortgage Advice Bureau (Holdings) plc

("MAB" or the "Company")

Grant of Options, PDMR Dealing, and Total Voting Rights

Mortgage Advice Bureau (Holdings) plc (AIM: MAB1.L) announces that a total of 77,509 options over ordinary shares of 0.1 pence each in the Company ("Ordinary Shares") (the "Options") have been granted on 15 October 2025 to Yaiza Luengo, Chief Operating Officer and Person Discharging Managerial Responsibility ("PDMR") of MAB. The Options have been granted under the Mortgage Advice Bureau Executive Share Option Plan and exercise of the Options is subject to the achievement of a performance condition based on growth in adjusted diluted earnings per share (the "Performance Condition") over the period of 1 January 2025 to 31 December 2027. Subject to achievement of the Performance Condition, the Options will become exercisable on 29 April 2028. The exercise price for the Options is 0.1 pence, being the nominal cost of Ordinary Shares.

The total number of Ordinary Shares now under option is 1,766,622 representing 3.048% of the Company's issued share capital.

In accordance with the Disclosure and Transparency Rules (DTR 5.6.1R) the Company notifies the market of the following:

As at the date of this announcement, the Company's issued share capital consists of 57,956,789 ordinary shares of 0.1 pence each ("Ordinary Shares"), with voting rights. The Company does not hold any Ordinary Shares in Treasury.

Therefore, the total number of Ordinary Shares with voting rights is 57,956,789, and this figure may be used by shareholders in the Company as the denominator for the calculations by which they will determine if they are required to notify their interest in, or a change in their interest in, the share capital of the Company under the Financial Conduct Authority's Disclosure and Transparency Rules.

ENDS

Enquiries:

Mortgage Advice Bureau (Holdings) plc

Via Camarco

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About Mortgage Advice Bureau:

MAB is one of the UK's leading consumer intermediary brands and specialist networks for mortgage advisers.

Through its partner firms known as Appointed Representatives (ARs), MAB has over 2,000 advisers providing expert advice to customers on a range of mortgage, specialist lending, protection, and general insurance products. MAB supports its AR firms with proprietary technology and services, including adviser recruitment and lead generation, learning and development, compliance auditing and supervision, and digital marketing and website solutions.

For more information, visit www.mortgageadvicebureau.com

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

Notification and public disclosure of transactions by persons discharging managerial responsibilities and persons closely associated with them.

1	Details of the person discharging managerial responsibilities / person closely associated			
a)	Name	Yaiza Luengo		
2	Reason for the notification			
a)	Position/status	Person Discharging Managerial Responsibility		
b)	Initial notification /Amendment	Initial notification		
3	Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor			
a)	Name	Mortgage Advice Bureau (Holdings) plc		
b)	LEI	2138008AY1RA61T6W960		
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 0.1 pence each ISIN: GB00BQSBH502		
b)	Nature of the transaction	Granting of Options over Ordinary Shares		
c)	Price(s) and volume(s)	Price	No. of shares	
		0	77,509	
d)	Aggregated	Volume: 77,509		

	information - Aggregated volume - Price	Price: 0
e)	Date of the transaction	15 October 2025
f)	Place of the transaction	London Stock Exchange, AIM

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