

16 October 2025

**Mortgage Advice Bureau (Holdings) plc**  
(the "Company")

**Directors' Shareholdings and PDMR notification**

The Company has been notified that on 14 October 2025 certain Directors of the Company or their connected parties have purchased Ordinary Shares of 0.1p ("Shares") as follows:

<b>Director</b>	<b>Date of purchase</b>	<b>Number of Shares purchased</b>	<b>Number of Matching Shares<sup>[1]</sup></b>	<b>Aggregate number of Shares purchased</b>	<b>Purchase price</b>	<b>Total number of Shares held following purchase</b>	<b>Percentage of issued Share capital held after purchase</b>
<b>Ben Thompson</b>	14 October 2025	22	22	44	679.60p	93,971	0.16%
<b>Paul Gill</b>	14 October 2025	22	22	44	679.60p	1,641	0.003%

<sup>[1]</sup> Under the Mortgage Advice Bureau Share Incentive Plan, the Company matches the employee purchase.

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.**

<b>1</b>	<b>Details of the person discharging managerial responsibilities / person closely associated</b>	
a)	Name	Ben Thompson
<b>2</b>	<b>Reason for the notification</b>	
a)	Position/status	Deputy Chief Executive Officer / PDMR
b)	Initial notification /Amendment	Initial notification
<b>3</b>	<b>Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor</b>	
a)	Name	Mortgage Advice Bureau (Holdings) plc
b)	LEI	2138008AY1RA61T6W960

<b>4</b>	<b>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</b>			
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	Purchase of Ordinary Shares		
c)	Price(s) and volume(s)	Price	No. of Shares	
		679.60p	22 (Purchased Shares)	
		679.60p	22 (Matching Shares)	
d)	Aggregated information  - Aggregated volume  - Price	Volume: 44  Price: 679.60p		
e)	Date of the transaction	2025-10-14		
f)	Place of the transaction	London Stock Exchange, AIM		

<b>1</b>	<b>Details of the person discharging managerial responsibilities / person closely associated</b>	
a)	Name	Paul Gill
<b>2</b>	<b>Reason for the notification</b>	
a)	Position/status	Group Chief Risk Officer / PDMR
b)	Initial notification /Amendment	Initial notification
<b>3</b>	<b>Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor</b>	
a)	Name	Mortgage Advice Bureau (Holdings) plc
b)	LEI	2138008AY1RA61T6W960

<b>4</b>	<b>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</b>			
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	Purchase of Ordinary Shares		
c)	Price(s) and volume(s)	Price	No. of Shares	
		679.60p	22 (Purchased Shares)	
		679.60p	22 (Matching Shares)	
d)	Aggregated information  - Aggregated volume  - Price	Volume: 44  Price: 679.60p		
e)	Date of the transaction	2025-10-14		
f)	Place of the transaction	London Stock Exchange, AIM		

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](http://www.mortgageadvicebureau.com)

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