RNS Number : 2940H
dotDigital Group plc
12 November 2025

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**Dotdigital Group plc**

("Dotdigital", the "Company", or the "Group")

**Director/PDMR Shareholding**

**Dotdigital Group plc** (AIM: DOTD), the leading SaaS provider of an AI-powered customer experience and data platform for intelligent, personalised marketing engagement at scale, announces that it has been informed that John Conoley, Non-Executive Chairman, purchased 13,000 ordinary shares of 0.5 pence each in the Company ("**Ordinary Shares**") at a price of 69.7283 pence per Ordinary Share. The transaction occurred on 12 November 2025.

Following the above transaction, Mr Conoley has a total holding of 13,000 Ordinary Shares, equating to less than 0.1% of the Company's issued share capital.

For further information please contact:

| | |
|---|---|
| **Dotdigital Group Plc**<br>Milan Patel, CEO<br>Tom Mullan, CFO | Tel: 020 3953 3072<br>investorrelations@dotdigital.com |
| **Alma Strategic Communications**<br>Hilary Buchanan<br>David Ison<br>Sarah Peters | Tel: 020 3405 0210<br>dotdigital@almastrategic.com |
| **Canaccord Genuity (Nominated Adviser and Joint Broker)**<br>Bobbie Hilliam<br>Elizabeth Halley-Stott | Tel: 020 7523 8000 |
| **Cavendish Capital Markets Limited (Joint Broker)**<br>Jonny Franklin Adams, Corporate Finance<br>Sunila de Silva, Equity Capital Markets | Tel: 020 7220 0500 |
| **Singer Capital Markets (Joint Broker)**<br>Shaun Dobson, Corporate Finance<br>Jen Boorer, Corporate Finance | Tel: 020 7496 3000 |

**About Dotdigital**

Dotdigital Group plc (AIM: DOTD) is a leading provider of cross-channel marketing automation technology to marketing professionals. Dotdigital's customer experience and data platform (CXDP) combines the power of automation and AI to help businesses deliver hyper-relevant customer experiences at scale. With Dotdigital, marketing teams can unify and enrich their customer data, identify valuable customer segments, and deliver personalised cross-channel customer journeys that result in engagements, conversions, and loyalty.

Founded in 1999, Dotdigital is headquartered in London with offices in Manchester, Southampton, New York, Melbourne, Sydney, Singapore, Tokyo, Warsaw and Cape Town. Dotdigital's solutions empower over 4,000 brands across 150 countries.

This announcement contains inside information for the purposes of article 7 of the Market Abuse Regulation (EU) 596/2014 as amended by regulation 11 of the Market Abuse (Amendment) (EU Exit) Regulations 2019/310. With the publication of this announcement, this information is now considered to be in the public domain.

| 1. | **Details of the PDMR** | |
|---|---|---|
| a) | Name | John Conoley |

<table>
<tr><td>a)</td><td>Name</td><td>John Conoley</td></tr>
<tr><td>2.</td><td colspan="2">Reason for notification</td></tr>
<tr><td>a)</td><td>Position/Status</td><td>Non-Executive Chairman</td></tr>
<tr><td>b)</td><td>Initial notification/Amendment</td><td>Initial Notification</td></tr>
<tr><td>3.</td><td colspan="2">Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor</td></tr>
<tr><td>a)</td><td>Name</td><td>Dotdigital Group plc (AIM: DOTD)</td></tr>
<tr><td>b)</td><td>LEI</td><td>2138006LZ7HHQ6DWFD42</td></tr>
<tr><td>4</td><td colspan="2">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</td></tr>
<tr><td>a)</td><td>Description of the financial instrument, type of instrument<br><br>Identification Code</td><td>Ordinary Shares of 0.5 pence each<br><br>ISIN: GB00B3W40C23</td></tr>
<tr><td>b)</td><td>Nature of the transaction</td><td>Purchase of Ordinary Shares</td></tr>
<tr><td>c)</td><td>Price(s) and volume(s)</td><td><table><tr><td>Price(s)</td><td>Volume(s)</td></tr><tr><td>69.73p</td><td>13,000</td></tr></table></td></tr>
<tr><td>d)</td><td>Aggregated information<br>- Aggregated Volume<br>- Price</td><td>N/A - single transaction</td></tr>
<tr><td>e)</td><td>Date of the transaction</td><td>12 November 2025</td></tr>
<tr><td>f)</td><td>Place of the transaction</td><td>London Stock Exchange (AIM)</td></tr>
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