

18 November 2025

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

Directors' Shareholdings and PDMR notification

The Company has been notified that Ben Thompson, Deputy Chief Executive Officer, and Paul Gill, Group Chief Risk Officer, have purchased Ordinary Shares of 0.1p each ("Shares") as part of the Company's Share Incentive Plan ("SIP"). Full transaction details and aggregate number of Shares held following both purchases are set out in the table below.

Furthermore, both Ben Thompson and Paul Gill have agreed to apply any dividends received on the Shares held by them under the SIP to the purchase of further Shares in the market, to be kept under the SIP also. No cancellation or variation of these contributions may be made during close periods in accordance with Rule 21 of the AIM Rules and the Company's share dealing code. The details of the purchases are:

Director	Date of purchase	Number of Shares purchased	Number of Matching Shares ^[1]	Aggregate number of Shares purchased	Purchase price	Total number of Shares held following purchase	Percentage of issued Share capital held after purchase
Ben Thompson	31 October 2025	34	N/A	N/A	702.85p	94,047	0.16%
	14 November 2025	21	21	42	715.934p		
Paul Gill	31 October 2025	17	N/A	N/A	702.85	1,700	0.003%
	14 November 2025	21	21	42	715.934p		

^[1] Under the SIP, 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.

1	Details of the person discharging managerial responsibilities / person closely associated	
a)	Name	Ben Thompson
2	Reason for the notification	

a)	Position/status	Deputy Chief Executive Officer / PDMR				
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	Purchase of Ordinary Shares				
c)	Price(s) and volume(s)	<table border="1"> <tr> <td>Price</td> <td>No. of Shares</td> </tr> <tr> <td>702.85p</td> <td>34</td> </tr> </table>	Price	No. of Shares	702.85p	34
Price	No. of Shares					
702.85p	34					
d)	Aggregated information - Aggregated volume - Price	Volume: 34 Price: 702.85p				
e)	Date of the transaction	2025-10-31				
f)	Place of the transaction	London Stock Exchange, AIM				

1	Details of the person discharging managerial responsibilities / person closely associated	
a)	Name	Paul Gill
2	Reason for the notification	
a)	Position/status	Group Chief Risk Officer / PDMR
b)	Initial	Initial notification

		notification /Amendment				
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				
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d)	Aggregated information - Aggregated volume - Price	Volume: 17 Price: 702.85p				
e)	Date of the transaction	2025-10-31				
f)	Place of the transaction	London Stock Exchange, AIM				

1	Details of the person discharging managerial responsibilities / person closely associated	
a)	Name	Ben Thompson
2	Reason for the notification	
a)	Position/status	Deputy Chief Executive Officer / PDMR
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		
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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	
		715.934p	21 (Purchased Shares)	
		715.934p	21 (Matching Shares)	
d)	Aggregated information - Aggregated volume - Price	Volume: 42 Price: 715.934p		
e)	Date of the transaction	2025-11-14		
f)	Place of the transaction	London Stock Exchange, AIM		

1	Details of the person discharging managerial responsibilities / person closely associated		
a)	Name	Paul Gill	
2	Reason for the notification		
a)	Position/status	Group Chief Risk Officer / PDMR	
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	
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e)	Date of the transaction	2025-11-14	
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

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