

2 December 2025

## **TPXimpact Holdings PLC**

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

### **Exercise of Options, PDMR Dealings & Total Voting Rights**

TPXimpact Holdings PLC (AIM: TPX), the technology-enabled services company focused on people-powered transformation, announces that it has issued and allotted a total of 2,211,646 ordinary shares of £0.01 each in the Company ("Ordinary Shares") as a result of an exercise of options pursuant to the Company's FY22 LTIP and Share Awards Plan (the "Options").

Of this total exercise, Options over 297,000 Ordinary Shares were exercised by Bjorn Conway, Chief Executive Officer of the Company, who subsequently sold 150,054 Ordinary Shares at a price of 15.84p per Ordinary Share. Following these transactions, Mr Conway's beneficial holding has increased to 1,084,498 representing 1.14 per cent. of the Company's total issued share capital.

The new Ordinary Shares, when issued, will be fully paid and will rank pari-passu in all respects with the existing Ordinary Shares, including the right to receive all dividends and other distributions declared, made or paid after the date of issue. The issue and allotment of the new Ordinary Shares will be within the Company's existing authorities.

Application will be made for the 2,211,646 new Ordinary Shares to be admitted to trading on AIM ("Admission"). It is expected that Admission will become effective and dealings will commence at 8:00 a.m. on 8 December 2025.

### **Total Voting Rights**

Following Admission, the Company's issued share capital will consist of 95,184,509 Ordinary Shares. There are no Ordinary Shares held in treasury. Therefore, following Admission, this figure of 95,184,509 should be used by shareholders as the denominator for the calculation by which they determine if they are required to notify their interest in, or a change to their interest in, the Company under the FCA's Disclosure Guidance and Transparency Rules.

### **Enquiries:**

#### **TPXimpact Holdings**

Bjorn Conway, CEO  
Noel Douglas, CFO

Via Alma Strategic

#### **Cavendish Capital Markets Limited (Nominated Adviser and Broker)**

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### **About TPXimpact**

We believe in a world enriched by people-powered digital transformation. Working in collaboration with organisations, we're on a mission to accelerate positive change and build a future where people, places and the planet are supported to thrive.

Led by passionate people, TPXimpact works closely with its clients in agile, multidisciplinary teams; challenging assumptions, testing new approaches and building confidence and capabilities. Combining our rich heritage with expertise in human-centred design, data, experience and technology, we work to create sustainable solutions with the flexibility to learn, evolve and change.

The business is being increasingly recognised as a leading alternative digital transformation provider to the UK public services sector, with over 90% of its client base representing public services.

More information is available at [www.tpximpact.com](http://www.tpximpact.com).

**Notification and public disclosure of transactions by persons discharging managerial responsibilities and persons closely associated with them are included below. The information set out below is provided in accordance with the requirements of Article 19(3) of the EU Market Abuse Regulation No 596/2014 which forms part of UK Law by virtue of the European Union (Withdrawal) Act 2018.**

<b>1</b>		<b>Details of the person discharging managerial responsibilities/person closely associated</b>
a)	Name	Bjom Conway
<b>2</b>		<b>Reason for the notification</b>
a)	Position/status	Chief Executive Officer
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	TPXimpact Holdings Plc
b)	LEI	2138004S9O18Q6F9MS74
<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 £0.01 each  ISIN: GB00BGGK0V60
b)	Nature of the transaction	1) Exercise of Options 2) Sale of Ordinary Shares
c)	Price(s) and volume(s)	Exercise: 1p, 297,000 Sale: 15.84p, 150,054
d)	Aggregated information  - Aggregated volume  - Price	As above
e)	Date of the transaction	2 December 2025
f)	Place of the transaction	Exercise: Outside a trading venue  Sale: London Stock Exchange

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