

2 December 2025

M&C SAATCHI PLC

(the "Company")

Director and PDMR Shareholding

The Company was notified on 1 December 2025 that Zaid Al-Qassab, Chief Executive Officer of the Company purchased 79,990 ordinary shares of one pence each in the Company (**Ordinary Shares**) at a price of £1.25 per Ordinary Share on 1 December 2025.

As a result of the transaction, Mr Al-Qassab's beneficial interest in the Company, amounts to a total holding of 177,128 Ordinary Shares in the Company and represents approximately 0.14% of the issued share capital of the Company.

The following notifications, made pursuant to Article 19(3) of the Market Abuse Regulation, provide further details.

1.	Details of the persons discharging managerial responsibilities		
(a)	Name:	Zaid Al-Qassab	
2.	Reason for the notification		
(a)	Position / status:	Chief Executive Officer	
(b)	Initial notification / amendment:	Initial notification	
3.	Details of the issuer		
(a)	Name:	M&C SAATCHI PLC	
(b)	LEI:	213800XBLFQZ1T1KBA87	
4.	Details of the transaction(s)		
(a)	Description of the financial instrument, type of instrument:	One pence ordinary shares	
	Identification code:	ISIN GB00B01F7T14	
(b)	Nature of the transaction	Purchase of shares	
(c)	Price(s) and volume(s)	Price(s)	Volumes(s)
		£1.25	79,990
(d)	Aggregated information		
	Aggregated volume:	79,990	
	Aggregated price:	£99,987.50	
(e)	Date of the transaction	1 December 2025	
(f)	Place of transaction	London Stock Exchange	

M&C Saatchi

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Zaid Al-Qassab, Chief Executive Officer

Simon Fuller, Chief Financial Officer

Thomas Fahey, Head of Investor Relations

Headland Consultancy

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Rob Walker / Charlie Twigg / James Waters

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Nick Westlake, Iqra Amin

About M&C Saatchi

M&C Saatchi is a creative solutions company with specialist expertise and creativity in helping our clients grow by maximising the reach and potential of their brands. It does this through its regional-first operating model with five core specialisms - Advertising, Issues, Passions, Consulting and Media - which it leverages in an integrated go-to-market approach. It has significant global reach, with major hubs in the UK, Europe, Middle East, APAC and the Americas and is supported by global shared services. M&C Saatchi is headquartered in London and listed on the FTSE AIM index of the London Stock Exchange.

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