

16 December 2025

**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 10,000 ordinary shares of 0.5 pence each in the Company ("**Ordinary Shares**") at a price of 65.4637 pence per Ordinary Share. The transaction occurred on 15 December 2025.

Following the above transaction, Mr Conoley has a total holding of 33,000 Ordinary Shares, equating to less than 0.1% of the Company's issued share capital.

For further information please contact:

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

a)	Name	John Conoley	
2.	Reason for notification		
a)	Position/Status	Non-Executive Chairman	
b)	Initial notification/Amendment	Initial Notification	
3.	Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor		
a)	Name	Dotdigital Group plc (AIM: DOTD)	
b)	LEI	2138006LZ7HHQ6DWFD42	
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 0.5 pence each  ISIN: GB00B3W40C23	
b)	Nature of the transaction	Purchase of Ordinary Shares	
c)	Price(s) and volume(s)	Price(s)	Volume(s)
		65.4637	10,000
d)	Aggregated information - Aggregated Volume - Price	N/A - single transaction	
e)	Date of the transaction	15 December 2025	
f)	Place of the transaction	London Stock Exchange (AIM)	

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