

27 January 2026

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

Directors' Shareholdings and PDMR notification

The Company has been notified that on 14 January 2026 certain Persons Discharging Managerial Responsibility ("PDMRs") or their connected parties have purchased Ordinary Shares of 0.1p ("Shares") as follows:

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	14 January 2026	21	21	42	701.00p	94,133	0.16%
Paul Gill	14 January 2026	21	21	42	701.00p	1,786	0.003%

^[1] Under the Mortgage Advice Bureau Share Incentive Plan, 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 issuer or emission allowance market participant	
a)	Name	Mortgage Advice Bureau (Holdings) plc
b)	LEI	2138008AY1RA61T6W960
2	Reason for the notification	
a)	Position/status	Director of Home Moving Strategy / PDMR
b)	Initial notification /Amendment	Initial notification
3	Details of the person discharging managerial responsibilities / person closely associated	

a)	Is this a PDMR or PCA Submission	Submission for a PDMR		
b)	Name	Ben Thompson		
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)	Price	No. of Shares	
		701.00p	21 (Purchased Shares)	
		701.00p	21 (Matching Shares)	
d)	Aggregated information - Aggregated volume - Price	42 701.00p		
e)	Date of the transaction	2026-01-14		
f)	Place of the transaction	London Stock Exchange, AIM		

1	Details of the issuer or emission allowance market participant	
a)	Name	Mortgage Advice Bureau (Holdings) plc
b)	LEI	2138008AY1RA61T6W960
2	Reason for the notification	
a)	Position/status	Group Chief Risk Officer / PDMR
b)	Initial notification /Amendment	Initial notification

3	Details of the person discharging managerial responsibilities / person closely associated								
a)	Is this a PDMR or PCA Submission	Submission for a PDMR							
b)	Name	Paul Gill							
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								
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c)	Price(s) and volume(s)	<table><tr><td>Price</td><td>No. of Shares</td></tr><tr><td>701.00p</td><td>21 (Purchased Shares)</td></tr><tr><td>701.00p</td><td>21 (Matching Shares)</td></tr></table>	Price	No. of Shares	701.00p	21 (Purchased Shares)	701.00p	21 (Matching Shares)	
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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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