

2 February 2026

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

Directors' Shareholdings and PDMR notification

The Company has been notified that on 30 January 2026 certain Directors of the Company or their connected parties have purchased Ordinary Shares of 0.1p ("Shares") as follows:

Director	Date of purchase	Number of Shares purchased	Purchase price	Total number of Shares held following purchase	Percentage of issued Share capital held after purchase
Nathan Imlach	30 January 2026	231	804.854p	35,949	0.06%

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	Person closely associated with Person Discharging Managerial Responsibilities (Nathan Imlach, Non-Executive Director)
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 PCA to a PDMR
b)	Name	Donna Imlach
4	Details of the transaction(s), section to be repeated for (i) each type of transaction	

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
		804.854p	231
d)	Aggregated information - Aggregated volume - Price	N/A	
e)	Date of the transaction	2026-01-30	
f)	Place of the transaction	London Stock Exchange, AIM	

Enquiries:

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About Mortgage Advice Bureau:

MAB is one of the UK's leading consumer intermediary brands and specialist networks for

MAB IS ONE OF THE UK'S LEADING CONSUMER INTERMEDIARY FIRMS 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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