RNS Number : 4076W
dotDigital Group plc
12 March 2026

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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 52.556 pence per Ordinary Share. The transaction occurred on 11 March 2026.

Following the above transaction, Mr Conoley has a total holding of 43,000 Ordinary Shares, equating to less than 0.1% of the Company's issued share capital.

For further information please contact:

Dotdigital Group plc — Tel: 020 3953 3072
Milan Patel, CEO
Tom Mullan, CFO
investorrelations@dotdigital.com

Alma Strategic Communications — Tel: 020 3405 0210
Hilary Buchanan
David Ison
Will Merison
dotdigital@almastrategic.com

Canaccord Genuity (Nominated Advisor and Joint Broker) — Tel: 020 7523 8000
Bobbie Hilliam
Elizabeth Halley-Stott

Cavendish Capital Markets Limited (Joint Broker) — Tel: 020 7220 0500
Jonny Franklin Adams, Corporate Finance
Sunila de Silva, Equity Capital Markets

Singer Capital Markets (Joint Broker) — Tel: 020 7496 3000
Shaun Dobson
Jen Boorer

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.

1.	**Details of the PDMR**	
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)

<table>
<tr><td>a)</td><td>Name</td><td>Botdigital Group plc (AIM: BOTD)</td></tr>
<tr><td>b)</td><td>LEI</td><td>2138006LZ7HHQ6DWFD42</td></tr>
<tr><td>4</td><td colspan="2">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</td></tr>
<tr><td>a)</td><td>Description of the financial instrument, type of instrument

Identification Code</td><td>Ordinary Shares of 0.5 pence each

ISIN: GB00B3W40C23</td></tr>
<tr><td>b)</td><td>Nature of the transaction</td><td>Purchase of Ordinary Shares</td></tr>
<tr><td>c)</td><td>Price(s) and volume(s)</td><td><table><tr><td>Price(s)</td><td>Volume(s)</td></tr><tr><td>52.556</td><td>10,000</td></tr></table></td></tr>
<tr><td>d)</td><td>Aggregated information

- Aggregated Volume

- Price</td><td>N/A - single transaction</td></tr>
<tr><td>e)</td><td>Date of the transaction</td><td>11 March 2026</td></tr>
<tr><td>f)</td><td>Place of the transaction</td><td>London Stock Exchange (AIM)</td></tr>
</table>

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