

16 April 2026

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

**Directors' Shareholdings and PDMR notification**

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

<b>PDMR</b>	<b>Date of purchase</b>	<b>Number of Shares purchased</b>	<b>Number of Matching Shares<sup>[1]</sup></b>	<b>Aggregate number of Shares purchased</b>	<b>Purchase price</b>	<b>Total number of Shares held following purchase</b>	<b>Percentage of issued Share capital held after purchase</b>
<b>Ben Thompson</b>	14 April 2026	26	26	52	585.00p	94,283	0.16%
<b>Paul Gill</b>	14 April 2026	26	26	52	585.00p	1,936	0.003%

[1] Under the Mortgage Advice Bureau Share Incentive Plan, the Company matches the employee purchase.

On 15 April 2026, the Company was notified of a further trade in Shares conducted by a PDMR or their connected parties, being as follows:

<b>PDMR</b>	<b>Date of purchase</b>	<b>Number of Shares purchased</b>	<b>Purchase price</b>	<b>Total number of Shares held following purchase</b>	<b>Percentage of issued Share capital held after purchase</b>
<b>Nathan Imlach</b>	15 April 2026	352	576.00	40,123	0.07%

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.**

<b>1</b>	<b>Details of the issuer or emission allowance market participant</b>	
a)	Name	Mortgage Advice Bureau (Holdings) plc
b)	LEI	2138008AY1RA61T6W960
<b>2</b>	<b>Reason for the notification</b>	

a)	Position/status	Director of Home Moving Strategy / PDMR						
b)	Initial notification /Amendment	Initial notification						
<b>3</b>	<b>Details of the person discharging managerial responsibilities / person closely associated</b>							
a)	Is this a PDMR or PCA Submission	Submission for a PDMR						
b)	Name	Ben Thompson						
<b>4</b>	<b>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</b>							
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)	<table border="1"> <thead> <tr> <th>Price</th> <th>No. of Shares</th> </tr> </thead> <tbody> <tr> <td>585.00p</td> <td>26 (Purchased Shares)</td> </tr> <tr> <td>585.00p</td> <td>26 (Matching Shares)</td> </tr> </tbody> </table>	Price	No. of Shares	585.00p	26 (Purchased Shares)	585.00p	26 (Matching Shares)
Price	No. of Shares							
585.00p	26 (Purchased Shares)							
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d)	Aggregated information  - Aggregated volume  - Price	52  585.00p						
e)	Date of the transaction	2026-04-14						
f)	Place of the transaction	London Stock Exchange, AIM						

<b>1</b>	<b>Details of the issuer or emission allowance market participant</b>	
a)	Name	Mortgage Advice Bureau (Holdings) plc

b)	LEI	2138008AY1RA61T6W960						
<b>2</b>	<b>Reason for the notification</b>							
a)	Position/status	Group Chief Risk Officer / PDMR						
b)	Initial notification /Amendment	Initial notification						
<b>3</b>	<b>Details of the person discharging managerial responsibilities / person closely associated</b>							
a)	Is this a PDMR or PCA Submission	Submission for a PDMR						
b)	Name	Paul Gill						
<b>4</b>	<b>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</b>							
a)	Description of the financial instrument, type of instrument  Identification code	Ordinary Shares of 0.1 pence each  ISIN: GB00BQSBH502						
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e)	Date of the transaction	2026-04-14						
f)	Place of the transaction	London Stock Exchange, AIM						

<b>1</b>	<b>Details of the issuer or emission allowance market participant</b>
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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 of a PDMR					
b)	Name	Donna Imlach					
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					
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Price	No. of Shares						
576.00p	352						
d)	Aggregated information  - Aggregated volume  - Price	N/A					
e)	Date of the transaction	2026-04-15					
f)	Place of the transaction	London Stock Exchange, AIM					

Enquiries.

**Mortgage Advice Bureau (Holdings) plc**

Via Camarco

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**About Mortgage Advice Bureau:**

MAB is a leading UK property finance platform that connects customers, advisers, lenders, and insurers throughout the homeownership journey. Through its scalable, technology-driven intermediary model, MAB delivers personalised mortgage and protection advice via its proprietary platform, supported by deep customer insight and a data-rich, digitally enabled framework.

Through its partner firms, known as Appointed Representatives (ARs), MAB has over 2,100 advisers providing expert advice across mortgages, 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](http://www.mortgageadvicebureau.com)

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