RNS Number : 6971M
Mortgage Advice Bureau (Hldgs) PLC
16 July 2026

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

Directors' Shareholdings and PDMR notification

The Company announces that a total of 278,761 options over ordinary shares of 0.1 pence each in the Company ("Shares") ("Options") have been granted on 15 June 2026 to certain Persons Discharging Managerial Responsibility ("PDMRs") of MAB in the proportions specified in the table below. The Options have been granted under the Mortgage Advice Bureau Long-Term Incentive Plan, and the exercise of the Options is subject to the achievement of a performance condition based on growth in adjusted earnings per share ("Performance Condition") over the period of 1 January 2026 to 31 December 2028. Subject to achievement of the Performance Condition, the Options will become exercisable on 31 March 2029. The exercise price for the Options is 0.1 pence, being the nominal cost of the Shares.

PDMR	Date of grant	Number of Options granted
Peter Brodnicki	15 June 2026	133,458
Paul Gill	15 June 2026	39,633
Emilie McCarthy	15 June 2026	89,068
Ben Thompson[1]	15 June 2026	16,602

[1] Ben Thompson ceased to be a PDMR subsequent to the Options being granted

The Company has been notified further that on 14 July 2026 certain PDMRs or their connected parties purchased Shares as follows:

PDMR	Date of purchase	Number of Shares purchased	Number of Matching Shares[2]	Aggregate number of Shares purchased	Purchase price	Total number of Shares held following purchase	Percentage of issued Share capital held after purchase
Paul Gill	14 July 2026	28	28	56	532.68p	2,104	0.004%

[2] 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	Chief Executive 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	Peter Brodnicki
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	Grant of Options over Ordinary Shares
c)	Price(s) and volume(s)	Price: 0 / No. of Shares: 133,458
d)	Aggregated information - Aggregated volume - Price	 N/A - single transaction N/A - single transaction
e)	Date of the transaction	2026-06-15
f)	Place of the transaction	XOFF

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**	
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	Grant of Options over Ordinary Shares
c)	Price(s) and volume(s)	Price: 0 / No. of Shares: 39,633
d)	Aggregated information - Aggregated volume - Price	 N/A - single transaction N/A - single transaction
e)	Date of the transaction	2026-06-15
f)	Place of the transaction	XOFF

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	Chief Financial 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	Emilie McCarthy
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	Grant of Options over Ordinary Shares
c)	Price(s) and volume(s)	Price: 0 / No. of Shares: 89,068
d)	Aggregated information - Aggregated volume - Price	 N/A - single transaction N/A - single transaction
e)	Date of the transaction	2026-06-15
f)	Place of the transaction	XOFF

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	Grant of Options over Ordinary Shares
c)	Price(s) and volume(s)	Price: 0 / No. of Shares: 16,602
d)	Aggregated information - Aggregated volume - Price	 N/A - single transaction N/A - single transaction
e)	Date of the transaction	2026-06-15
f)	Place of the transaction	XOFF

1	**Details of the issuer or emission allowance market participant**

<table>
<tr><td>a)</td><td>Name</td><td>Mortgage Advice Bureau (Holdings) plc</td></tr>
<tr><td>b)</td><td>LEI</td><td>2138008AY1RA61T6W960</td></tr>
<tr><td>2</td><td colspan="2">Reason for the notification</td></tr>
<tr><td>a)</td><td>Position/status</td><td>Group Chief Risk Officer / PDMR</td></tr>
<tr><td>b)</td><td>Initial notification /Amendment</td><td>Initial notification</td></tr>
<tr><td>3</td><td colspan="2">Details of the person discharging managerial responsibilities / person closely associated</td></tr>
<tr><td>a)</td><td>Is this a PDMR or PCA Submission</td><td>Submission for a PDMR</td></tr>
<tr><td>b)</td><td>Name</td><td>Paul Gill</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 0.1 pence each

ISIN: GB00BQSBH502</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</td><td>No. of Shares</td></tr><tr><td>532.68p</td><td>28 (Purchased Shares)</td></tr><tr><td>532.68p</td><td>28 (Matching Shares)</td></tr></table></td></tr>
<tr><td>d)</td><td>Aggregated information

- Aggregated volume

- Price</td><td>

56

532.68p</td></tr>
<tr><td>e)</td><td>Date of the transaction</td><td>2026-07-14</td></tr>
<tr><td>f)</td><td>Place of the transaction</td><td>London Stock Exchange (XLON)</td></tr>
</table>

Enquiries:

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About MAB:

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

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