

6 October 2022

**XP Factory plc**  
(“XP Factory” or the “Company”)

**Director/PDMR Shareholding**

XP Factory (AIM: XPF), a global leader in the experiential leisure sector, was notified on 6 October 2022 that Graham Bird, Chief Financial Officer of the Company, on the same day acquired 100,000 ordinary shares of 1.25 pence in the Company at a price of 13.25 pence per share.

As a result, Graham Bird’s total beneficial interest in the Company has increased to 1,897,569 Ordinary Shares, representing 1.3 per cent. of the Company's issued share capital.

The notification set out below is provided in accordance with the requirements of the UK Market Abuse Regulation.

1	Details of the person discharging managerial responsibilities / person closely associated			
a)	Name	Graham Bird		
2	Reason for the notification			
a)	Position/status	CFO, Person Discharging Managerial Responsibility		
b)	Initial notification /Amendment	Initial notification		
3	Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor			
a)	Name	XP Factory plc		
b)	LEI	213800CMIYV5Q38P2487		
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	Ordinary shares of 1.25 pence		
	Identification code	GB00BDB79J29		
b)	Nature of the transaction	Share purchase		
c)	Price(s) and volume(s)	Price(s)	Volume(s)	
		Share Price	Number of Shares	
		£0.1325	100,000	

d)	Aggregated information	
	- Aggregated volume	100,000
	- Price	£0.1325
e)	Date of the transaction	6 October 2022
f)	Place of the transaction	London

#### **Enquiries**

##### **XP Factory plc**

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Richard Harpham (Chief Executive Officer)

Graham Bird (Chief Financial Officer)

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Tom Griffiths, David Coaten (Corporate Advisory)

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Graham Herring

Florence Chandler

#### **About XP Factory plc**

The XP Factory Group is one of the UK's pre-eminent experiential leisure businesses which currently operates two fast growing leisure brands. Escape Hunt is a global leader in providing escape-the-room experiences delivered through a network of owner-operated sites in the UK, an international network of franchised outlets in five continents, and through digitally delivered games which can be played remotely.

Boom Battle Bar is a fast-growing network of owner-operated and franchised sites in the UK that combine competitive socialising activities with themed cocktails, drinks and street food in a high energy setting. Activities include a range of games such as augmented reality darts, Bavarian axe throwing, 'crazier golf', shuffleboard and others. The Group's products enjoy premium customer ratings and cater for leisure or teambuilding, in small groups or large, and are suitable for consumers, businesses and other organisations. The Company has a strategy to expand the network in the UK and internationally, creating high quality games and experiences delivered through multiple formats and which can incorporate branded IP content. (<https://xpfactory.com/>)