

4 September 2024

**Ascential plc (“the Company”)**

**Notification of transactions of persons discharging managerial responsibility**

Ascential plc (LSE: ASCLL) has received notification of the following transactions by its Chief Executive Officer, Philip Thomas, and its Chief Financial Officer, Mandy Gradden, following vesting of conditional awards granted in 2021 under the Performance Share Plan.

Director	Shares acquired under Performance Share Plan	Shares disposed to meet income tax and social security liability	Resultant holding (no. of shares)	Resultant holding (% of issued share capital)
Philip Thomas	117,274	55,285	217,865	0.106%
Mandy Gradden	25,816	12,171	263,314	0.129%
Total	143,090	67,456	481,179	0.235%

Naomi Howden, Company Secretary  
+44 (0) 207 516 5042

<b>1</b>	<b>Details of the person discharging managerial responsibilities / person closely associated</b>	
a)	Names	Philip Thomas Mandy Gradden
<b>2</b>	<b>Reason for the notification</b>	
a)	Position/status	Director
b)	Initial notification /Amendment	Initial notification
<b>3</b>	<b>Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor</b>	

a)	Name	Ascential plc												
b)	LEI	213800VDXQDA7KD2IQ21												
<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 1.7p  BQFH632												
b)	Nature of the transaction	Shares acquired in satisfaction of the 2021 awards under the Performance Share Plan												
c)	Price(s) and volume(s)	<table border="1"> <tr> <td>Phil Thomas:</td> <td></td> </tr> <tr> <td>Price(s)</td> <td>Volume(s)</td> </tr> <tr> <td>Nil</td> <td>117,274</td> </tr> <tr> <td>Mandy Gradden:</td> <td></td> </tr> <tr> <td>Price(s)</td> <td>Volume(s)</td> </tr> <tr> <td>Nil</td> <td>25,816</td> </tr> </table>	Phil Thomas:		Price(s)	Volume(s)	Nil	117,274	Mandy Gradden:		Price(s)	Volume(s)	Nil	25,816
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Nil	117,274													
Mandy Gradden:														
Price(s)	Volume(s)													
Nil	25,816													
d)	Aggregated information  - Aggregated volume  - Price	n/a - single transaction  Nil												
e)	Date of the transaction	3 September 2024												
f)	Place of the transaction	London												

<b>1</b>	<b>Details of the person discharging managerial responsibilities / person closely associated</b>	
a)	Names	Philip Thomas

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a)	Description of the financial instrument, type of instrument  Identification code	Ordinary shares of 1.7p  BQFH632												
b)	Nature of the transaction	Sale of shares resulting from the vesting of awards granted in 2021 under the Performance Share Plan												
c)	Price(s) and volume(s)	<table border="1"> <tr> <td>Phil Thomas:</td> <td></td> </tr> <tr> <td>Price(s)</td> <td>Volume(s)</td> </tr> <tr> <td>£5.69</td> <td>55,285</td> </tr> <tr> <td>Mandy Gradden:</td> <td></td> </tr> <tr> <td>Price(s)</td> <td>Volume(s)</td> </tr> <tr> <td>£5.69</td> <td>12,171</td> </tr> </table>	Phil Thomas:		Price(s)	Volume(s)	£5.69	55,285	Mandy Gradden:		Price(s)	Volume(s)	£5.69	12,171
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Price(s)	Volume(s)													
£5.69	12,171													
d)	Aggregated information  - Aggregated volume  - Price	n/a - single transaction  Phil Thomas: £314,571.65  Mandy Gradden: £69,252.99												

e)	Date of the transaction	3 September 2024
f)	Place of the transaction	London