

Ebiquity Plc ("the Company")

NOTIFICATION OF TRANSACTION OF DIRECTORS/PERSONS DISCHARGING MANAGERIAL RESPONSIBILITY AND CONNECTED PERSONS

Ebiquity plc announces that it was today notified of the following transaction by a director of Ebiquity plc in the ordinary shares of 25 pence each in the capital of the Company ("Ordinary Shares").

Alan Newman, Interim Chief Executive Officer and Chief Financial Officer of the Company, bought 100,000 Ordinary Shares at a price of £0.30 per share. Following this transaction Alan Newman is interested in a total of 260,000 Ordinary Shares representing 0.32% of the Company's issued share capital and 0.34% of the Company's total voting rights.

21 May 2020

Dealing Notification Form

FOR USE BY PERSONS DISCHARGING MANAGERIAL RESPONSIBILITY AND THEIR CLOSELY ASSOCIATED PERSONS

1	Details of the person discharging managerial responsibilities/person closely associated						
a)	Name:	Alan Newman					
	Reason for the notification						
a)	Position/status:	Interim Chief Executive Officer and Chief Financial Officer					
b)	Initial notification/Amendment:	Initial notification					
	Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor						
a)	Name:	Ebiquity plc					
b)	LEI:	2138004YRTDJ7FJSWF20					
	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 25p each ISIN: GB0004126057 EBQ.L					
b)	Nature of the transaction:	Purchase of Ordinary Shares					
c)	Price(s) and volume(s):	<table border="1"> <thead> <tr> <th>Price(s)</th> <th>Volume(s)</th> </tr> </thead> <tbody> <tr> <td>£0.30</td> <td>100,000</td> </tr> </tbody> </table>		Price(s)	Volume(s)	£0.30	100,000
Price(s)	Volume(s)						
£0.30	100,000						

d)	Aggregated information: <ul style="list-style-type: none"> • Aggregated volume: • Price: 	100,000 Ordinary Shares were purchased at a price of £0.30 per share with an aggregated volume price of £30,000.00.
e)	Date of the transaction:	20 May 2020
f)	Place of the transaction:	XLON-AIM

Enquiries:
Ebiquity plc
Mark Sanford (Company Secretary)

020 7650 9600

Numis Securities Limited
Nick Westlake (NOMAD)
Hugo Rubinstein

020 7457 2020
020 7260 1000