RNS Number : 0042O
Adsure Services PLC
28 November 2024

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Adsure Services PLC

Grant of Options

Adsure Services PLC ("**Adsure**"), the holding company for TIAA Limited (together, "**the Group**"), a specialist business assurance provider, is pleased to announce that the Company's Remuneration Committee has granted options over an aggregate of 893,040 Ordinary Shares of £0.005 each in the Company to PDMRs and other members of the team.

On 2 July 2024, the Group established a Company Share Option Plan ("**CSOP**"). The Board recognises that employees are critical to the long-term success of Adsure Services PLC. The Group has a proven track record in providing apprenticeship and formal trainee schemes, is an ACCA Gold Approved Employer and is an accredited living wage employer. As set out in the Group's Annual Report and Accounts for the year ended 31 March 2024, Senior Directors are to receive share options relating to the company performance in 2023/24 and subsequent two financial years. The Group continually reviews its overall benefits package to maximise its value to employees and improve strategies for recruitment, reward and retention of staff.

On 2 September 2024, the Remuneration Committee granted options over an aggregate of 893,040 Ordinary Shares of £0.005 each.

The following options were granted to PDMRs:

Individual	**Role**	**Options Granted**
Kevin Limn	Chief Executive Officer	264,474
Victoria Davies	Chief Finance Director	211,578
Jane Butterfield	Senior Management	126,066
David Foley	Senior Management	126,066

In addition to the above, 164,856 options were granted to non-PDMR employees.

All options have an exercise price of 30 pence per share, being the mid-price at the close over the preceding day prior to issuance.

A third of the options have been granted with performance conditions satisfied, a third are conditional on EBITDA for TIAA Limited for the year ended 31 March 2025 increasing by at least 10% over the previous year, adjusted for a change in the Consumer Price index, and a third are conditional on EBITDA for TIAA Limited, for the year ended 31 March 2026 increasing

by at least 10% over the previous year, adjusted for a change in the Consumer Price index. All options and are conditional on the continued employment of the recipient at the date of exercise.

Following the grant of the options, there are options over a total of 893,040 Ordinary Shares in the Company as at the date of this announcement, representing approximately 8.44% of the Company's existing issued share capital.

Adsure Services PLC

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ABOUT ADSURE

Adsure Services PLC is the holding company for TIAA Limited, a specialist in providing dynamic support to organisations in navigating the complex world of strategic risks.

Adsure Services' portfolio of advisory and assurance services is tailored to align with key economic risks impacting the business world. Through its wholly-owned subsidiary, TIAA Limited, Adsure Services provides internal audit, anti-crime, security management, IT audit, cyber assurance and advisory services.

1	**Details of the person discharging managerial responsibilities / person closely associated**	
(a)	Name	Kevin Limn
2	**Reason for the notification**	
(a)	Position/status	Director of the Company
(b)	Initial notification/Amendment	Initial notification
3	**Details of the issuer, UK emission allowance market participant, auction platform or auctioneer**	
(a)	Name	Adsure Services PLC
(b)	LEI	2138004TBVFUHOIGH777
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 financial instrument, type of instrument Identification code	£0.005 Ordinary Shares ISIN : GB00BNQNGK59	
(b)	Nature of the transaction	Grant of Options over Ordinary Shares	
(c)	Price(s) and volume(s)	Price(s)	Volume(s)
		30p	264,474
(d)	Aggregate information · Aggregated volume · Price	N/A	
(e)	Date of transaction	2 September 2024	
(f)	Place of transaction	N/A	

1	**Details of the person discharging managerial responsibilities / person closely associated**		
(a)	Name	Victoria Davies	
2	**Reason for the notification**		
(a)	Position/status	Director of the Company	
(b)	Initial notification/Amendment	Initial notification	
3	**Details of the issuer, UK emission allowance market participant, auction platform or auctioneer**		
(a)	Name	Adsure Services PLC	
(b)	LEI	2138004TBVFUHOIGH777	
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 financial instrument, type of instrument Identification code	£0.005 Ordinary Shares ISIN : GB00BNQNGK59	
(b)	Nature of the transaction	Grant of Options over Ordinary Shares	
(c)	Price(s) and volume(s)	Price(s)	Volume(s)

		30p	211,578
(d)	Aggregate information · Aggregated volume · Price	N/A	
(e)	Date of transaction	2 September 2024	
(f)	Place of transaction	N/A	

1	**Details of the person discharging managerial responsibilities / person closely associated**		
(a)	Name	Jane Butterfield	
2	**Reason for the notification**		
(a)	Position/status	Senior Management	
(b)	Initial notification/Amendment	Initial notification	
3	**Details of the issuer, UK emission allowance market participant, auction platform or auctioneer**		
(a)	Name	Adsure Services PLC	
(b)	LEI	2138004TBVFUHOIGH777	
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 financial instrument, type of instrument Identification code	£0.005 Ordinary Shares ISIN : GB00BNQNGK59	
(b)	Nature of the transaction	Grant of Options over Ordinary Shares	
(c)	Price(s) and volume(s)	Price(s)	Volume(s)
		30p	126,066
(d)	Aggregate information · Aggregated volume · Price	N/A	
(e)	Date of transaction	2 September 2024	
(f)	Place of transaction	N/A	

1	**Details of the person discharging managerial responsibilities / person closely associated**		
(a)	Name	David Foley	
2	**Reason for the notification**		
(a)	Position/status	Senior Management	
(b)	Initial notification/Amendment	Initial notification	
3	**Details of the issuer, UK emission allowance market participant, auction platform or auctioneer**		
(a)	Name	Adsure Services PLC	
(b)	LEI	2138004TBVFUHOIGH777	
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 financial instrument, type of instrument Identification code	£0.005 Ordinary Shares ISIN : GB00BNQNGK59	
(b)	Nature of the transaction	Grant of Options over Ordinary Shares	
(c)	Price(s) and volume(s)	Price(s)	Volume(s)
		30p	126,066
(d)	Aggregate information · Aggregated volume · Price	N/A	
(e)	Date of transaction	2 September 2024	
(f)	Place of transaction	N/A	

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