RNS Number : 1617R
Adsure Services PLC
23 December 2024

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Adsure Services PLC

Director/ PDMR Shareholding and Holding(s) in Company

The below notification is made in accordance with the requirements of Article 19(3) of the UK Market Abuse Regulation.

1	**Details of the person discharging managerial responsibilities / person closely associated**		
(a)	Name	Peter John Hammond	
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	- Purchase of 64,971 Ordinary Shares	
(c)	Price(s) and volume(s)	Price(s)	Volume(s)
		£0.21	64,971
(d)	Aggregate information · Aggregated volume · Price	Purchase of 64,971Ordinary Shares at £0.21 per share.	
(e)	Date of transaction	20 December 2024	
(f)	Place of transaction	London	

TR-1: Standard form for notification of major holdings

1. Issuer Details

ISIN

GB00BNQNGK59

Issuer Name

ADSURE SERVICES PLC

UK or Non-UK Issuer

UK

2. Reason for Notification

An acquisition or disposal of voting rights

3. Details of person subject to the notification obligation

Name

Peter John Hammond

City of registered office (if applicable)

Country of registered office (if applicable)

4. Details of the shareholder

Full name of shareholder(s) if different from the person(s) subject to the notification obligation, above

City of registered office (if applicable)

Country of registered office (if applicable)

5. Date on which the threshold was crossed or reached

20-Dec-2024

6. Date on which Issuer notified

20-Dec-2024

7. Total positions of person(s) subject to the notification obligation

	% of voting rights attached to	% of voting rights through financial instruments	Total of both in % (8.A + 8.B)	Total number of voting rights

	shares (total of 8.A)	(total of 8.B 1 + 8.B 2)		held in issuer
Resulting situation on the date on which threshold was crossed or reached	7.169339	0.000000	7.169339	758691
Position of previous notification (if applicable)	6.555388	0.000000	6.555388	693720

8. Notified details of the resulting situation on the date on which the threshold was crossed or reached

8A. Voting rights attached to shares

Class/Type of shares ISIN code(if possible)	Number of direct voting rights (DTR5.1)	Number of indirect voting rights (DTR5.2.1)	% of direct voting rights (DTR5.1)	% of indirect voting rights (DTR5.2.1)
GB00BNQNGK59	758691	0	7.169339	0.000000
Sub Total 8.A	758691		7.169339%	

8B1. Financial Instruments according to (DTR5.3.1R.(1) (a))

Type of financial instrument	Expiration date	Exercise/conversion period	Number of voting rights that may be acquired if the instrument is exercised/converted	% of voting rights
Sub Total 8.B1				

8B2. Financial Instruments with similar economic effect according to (DTR5.3.1R.(1) (b))

Type of financial instrument	Expiration date	Exercise/conversion period	Physical or cash settlement	Number of voting rights	% of voting rights
Sub Total 8.B2					

9. Information in relation to the person subject to the notification obligation

1. Person subject to the notification obligation is not controlled by any natural person or legal entity and does not control any other undertaking(s) holding directly or indirectly an interest in the (underlying) issuer.

Ultimate controlling person	Name of controlled undertaking	% of voting rights if it equals or is higher than the notifiable threshold	% of voting rights through financial instruments if it equals or is higher than the notifiable threshold	Total of both if it equals or is higher than the notifiable threshold

10. In case of proxy voting

Name of the proxy holder

The number and % of voting rights held

The date until which the voting rights will be held

11. Additional Information

12. Date of Completion

23-Dec-2024

13. Place Of Completion

London

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