RNS Number : 8209W
Pathos Communications PLC
16 March 2026

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Pathos Communications plc

("**Pathos Communications**", "**Pathos**" or the "**Company**")

Director Dealings

Pathos Communications plc, the multiple award-winning technology-enabled, human-led PR company, announces that Omar Hamdi, Chief Executive Officer of the Company, has purchased 144,000 ordinary shares of £0.001 each in the Company ("Ordinary Shares") at an average price of approximately 27.93 pence per share.

Following this purchase, Mr Hamdi's interests in Ordinary Shares are as follows:

Name	**Number of Ordinary Shares held**	**Number of Ordinary Shares purchased**	**Resultant interest in Ordinary Shares**	**% of issued ordinary share capital**
OH Foundation[1]	-	144,000	144,000	0.22%
The Festina Lente Trustees[2]	47,965,296	-	47,965,296	71.95%

Notes:
1 - Omar Hamdi is a council member of the OH Foundation.
2 - The trustees of The Festina Lente Trust, of which Omar Hamdi is a beneficiary.

Further information is set out below in accordance with the requirements of Article 19 of the UK Market Abuse Regulation.

For further information, please contact:

Pathos Communications plc info@pathoscommunicationsplc.com
Omar Hamdi - CEO
Adam Hurst - CFO

Strand Hanson Limited (Nominated & Financial Adviser) +44 (0)20 7409 3494

James Harris
Rob Patrick
Edward Foulkes

Cavendish Capital Markets Limited (Broker) +44 (0)20 7908 6000

Stephen Keys / George Lawson / Elysia Bough - Corporate Finance
Michael Johnson / Sunila de Silva - Sales and ECM

BlytheRay (Financial PR) +44 (0)20 7138 3204
pathos@blytheray.com

Tim Blythe

Megan Ray
Said Izagaren

About Pathos

Pathos Communications is a technology-enabled, human-led PR company that was established to democratise SMEs' access to established news publications to increase their PR exposure capabilities. The Company operates a differentiated approach to the traditional PR model of long-term subscription fees, by offering a "pay-on-results" model, thereby providing an opportunity for the over 400 million SMEs globally, which typically have lower PR budgets.

Pathos collaborates with its clients, comprising SMEs and micro-SMEs, to create and distribute articles across a variety of platforms including established news outlets, digital media and podcast channels. This is supported by Pathos's proprietary AI-driven MVP (Minimum Viable Product) stage technologies, PathosMind and Pressella, which are used to generate ideas, undertake market research and create news articles with limited human input required to generate highly efficient outputs.

Pathos is a multiple award-winning growth company. It was recognised in the Financial Times 1000 as the fastest growing advertising and marketing firm in the UK and the 33rd fastest growing company in Europe in 2025. Pathos was also named by Deloitte as one of the UK's 50 fastest-growing tech companies in 2025. Additionally, Pathos was named in the UBS UK Fast Growth Index (2024) as the fastest growing professional services firm in the UK.

Find out more at https://payonresultspr.com/

Notification and public disclosure of transactions by persons discharging managerial responsibilities and persons closely associated with them.

<table>
<tr><td>1</td><td colspan="2">Details of the person discharging managerial responsibilities / person closely associated (PCA)</td></tr>
<tr><td>a)</td><td>Name</td><td>Omar Hamdi</td></tr>
<tr><td>2</td><td colspan="2">Reason for the notification</td></tr>
<tr><td>a)</td><td>Position/status</td><td>Chief Executive Officer</td></tr>
<tr><td>b)</td><td>Initial notification / Amendment</td><td>Initial notification</td></tr>
<tr><td>3</td><td colspan="2">Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor</td></tr>
<tr><td>a)</td><td>Name</td><td>Pathos Communications plc</td></tr>
<tr><td>b)</td><td>LEI</td><td>64880N2ZUTE87Z24Y695</td></tr>
<tr><td>4</td><td colspan="2">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</td></tr>
<tr><td>a)</td><td>Description of the financial instrument, type of instrument Identification code</td><td>Ordinary Shares of £0.001 each

GB00BTWSXW71</td></tr>
<tr><td>b)</td><td>Nature of the transaction</td><td>Purchase of Ordinary Shares</td></tr>
<tr><td>c)</td><td>Price(s) and volume(s)</td><td><table><tr><td>Price</td><td>Volume</td></tr><tr><td>28.0p</td><td>50,000</td></tr><tr><td>28.0p</td><td>50,000</td></tr><tr><td>28.0p</td><td>13,373</td></tr><tr><td>26.0p</td><td>5,000</td></tr><tr><td>28.0p</td><td>25,627</td></tr></table></td></tr>
<tr><td>d)</td><td>Aggregated information
- Aggregated volume
- Price</td><td>Aggregated volume: 144,000
Price: £40,220</td></tr>
<tr><td>e)</td><td>Date of the transaction</td><td>13 and 16 March 2026</td></tr>
<tr><td>f)</td><td>Place of the transaction</td><td>AIM, London Stock Exchange</td></tr>
</table>

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