RNS Number : 4265Y
Pathos Communications PLC
27 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 Mark Elliott, Chair of the Company, yesterday sold 63,165 ordinary shares of £0.001 each in the Company ("**Ordinary Shares**") at a price of 27.000 pence per share from his personal holding and immediately purchased 63,165 Ordinary Shares into his Self-Invested Personal Pension ("**SIPP**") at a price of 27.065 pence per share.

Following this sale and purchase, which are further detailed in the PDMR Notification Forms below, Mr Elliott's ultimate beneficial ownership remains unchanged at 116,666 Ordinary Shares, representing 0.17% of the Company's issued share capital.

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:

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Adam Hurst - CFO

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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</td></tr>
<tr><td>a)</td><td>Name</td><td>Mark Elliott</td></tr>
<tr><td>2</td><td colspan="2">Reason for the notification</td></tr>
<tr><td>a)</td><td>Position/status</td><td>Chair</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>1. Sale of Ordinary Shares
2. Purchase of Ordinary Shares</td></tr>
<tr><td>c)</td><td>Price(s) and volume(s)</td><td><table><tr><th>Price(s)</th><th>Volume(s)</th></tr><tr><td>1. 27.000p</td><td>63,165</td></tr><tr><td>2. 27.065p</td><td>63,165</td></tr></table></td></tr>
<tr><td>d)</td><td>Aggregated information

- Aggregated volume

- Price</td><td>Aggregate share purchases: N/A - single transaction
Aggregate share sales: N/A - single transaction</td></tr>
</table>

e)	Date of the transaction	26 March 2026
f)	Place of the transaction	London Stock Exchange, AIM

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