



Ebiquity Plc ("Ebiquity" or "the Company")

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

Ebiquity plc announces that on 02 August 2018 it was notified of the following transaction by a director of the Company in the Ordinary shares of 25p each of the Company ("Ordinary Shares"):

Mr Rob Woodward, non-executive Chairman of the Company, bought 39,980 Ordinary Shares at an average price of 49p per share. Following this transaction, Mr. Woodward is interested in a total of 39,980 Ordinary Shares, representing approximately 0.05% of the Company's issued share capital and 0.05% of the Company's total voting rights.

03 August 2018

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:	Rob Woodward
	Reason for the notification	
a)	Position/status:	Chairman
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:	Ordinary Shares of 25p each

	Identification code:	ISIN: GB0004126057 EBQ.L	
b)	Nature of the transaction:	Purchase of Ordinary Shares	
c)	Price(s) and volume(s):	Price(s)	Volume(s)
		£0.49	39,980
d)	Aggregated information: <ul style="list-style-type: none"> Aggregated volume: Price: 	<ul style="list-style-type: none"> <i>average price of the aggregated transactions.</i> <ul style="list-style-type: none"> 39,980 £0.49 	
e)	Date of the transaction:	2 August 2018	
f)	Place of the transaction:	XLON-AIM	

Enquiries: 020 7650 9600

Ebiquity plc

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