

Ebiquity Plc ("the Company")

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

Ebiquity plc announces that it was today notified of the following transaction by a director of Ebiquity plc in the ordinary shares of 25 pence each in the capital of the Company ("Ordinary Shares").

Michael Karg, Chief Executive Officer and an Executive Director of the Company, bought 23,501 Ordinary Shares at a price of £0.425 per share. Following this transaction Michael Karg is interested in a total of 41,661 Ordinary Shares representing 0.05% of the Company's issued share capital and 0.06% of the Company's total voting rights.

2 April 2019

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:	Michael Karg				
	Reason for the notification					
a)	Position/status:	Chief Executive Officer, Executive Director				
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: Identification code:	Ordinary Shares of 25p each ISIN: GB0004126057 EBQ.L				
b)	Nature of the transaction:	Purchase of Ordinary Shares				
c)	Price(s) and volume(s):	<table border="1"> <thead> <tr> <th>Price(s)</th> <th>Volume(s)</th> </tr> </thead> <tbody> <tr> <td>£0.425</td> <td>23,501</td> </tr> </tbody> </table>	Price(s)	Volume(s)	£0.425	23,501
Price(s)	Volume(s)					
£0.425	23,501					

d)	Aggregated information: <ul style="list-style-type: none"> • Aggregated volume: • Price: 	23,501 Ordinary Shares were purchased at a price of £0.425 per share with an aggregated volume price of £9,987.93.
e)	Date of the transaction:	2 April 2019
f)	Place of the transaction:	XLON-AIM

Enquiries:

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Ebiquity plc

Michael Karg (CEO)

Mark Sanford (Company Secretary)

Numis Securities Limited

020 7457 2020

020 7260 1000

Nick Westlake (NOMAD)

Matt Lewis