

24 August 2023

Zinc Media Group plc

("Zinc" or the "Group")

Director Shareholdings

Zinc Media Group plc (AIM: ZIN), the award-winning television, brand and audio production group, announces that it proposes to issue, conditional on Admission (as defined below), a total of 303,856 new ordinary shares of 0.125 pence each in the capital of the Company ("New Ordinary Shares") to Christopher Satterthwaite (Chairman) as part of his annual remuneration package and to Mark Browning (CEO) and Will Sawyer (CFO) in relation to the exercise of share options.

The New Ordinary Shares issued to Christopher Satterthwaite (Non-Executive Chairman) were issued at a price of 88.80 pence per New Ordinary Share being the trailing 30-day average share price. The New Ordinary Shares are being issued in lieu of payment of director fees, as part of Christopher's contractual arrangements with the Group. The New Ordinary Shares issued to Mark Browning and Will Sawyer relate to the exercise of share options that were awarded under the Company's EMI Share Option Scheme in February 2020 and have been exercised at a price of 0.125 pence per share.

Following the issue of the New Ordinary Shares, the directors' shareholdings are as follows:

Director	Number of Ordinary Shares held prior to the issue of New Ordinary Shares	% of ISC	New Ordinary Shares to be issued	Number of Ordinary Shares held post issue of New Ordinary Shares	% of ISC
Christopher Satterthwaite	169,220	0.78%	33,783	203,003	0.92%
Mark Browning	224,618	1.03%	151,515	376,133	1.70%
Will Sawyer	89,138	0.41%	118,558	207,696	0.94%

Application will be made to the London Stock Exchange for all the New Ordinary Shares to be admitted to trading on AIM, with dealings expected to commence at 8 a.m. on or around 31 August 2023 ("Admission"). Following Admission, the Company will have a total of 22,110,690 ordinary shares of 0.125 pence each in issue. The Company does not hold any shares in treasury. Therefore, this figure may be used by shareholders as the denominator for calculations by which they will determine if they are required to notify their interest in, or a change to their interest in, the Company under the FCA's Disclosure Guidance and Transparency Rules.

For further information, please contact:

Zinc Media Group plc

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Mark Browning, CEO / Will Sawyer, CFO

www.zincmedia.com

Singer Capital Markets (Nominated Adviser and Broker)

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James Moat / George Tzimas / Alex Emslie

IFC Advisory Ltd (Financial PR)

+44 (0) 20 3934 6630

Graham Herring / Zach Cohen

About Zinc Media Group

Zinc Media Group plc is a premium television and content creation group.

The award-winning and critically acclaimed television labels comprise Brook Lapping, Red Sauce, Supercollider, Tern Television, Rex and Atomic, along with Bumblebee Post Production, and produce programmes across a wide range of factual genres for UK and international broadcasters.

Zinc Communicate specialises in developing cross-platform content for brands, businesses and rights holders.

The Edge Picture Company produces film content for brands and corporates in the UK, Qatar and other international markets.

For further information on Zinc Media please visit www.zincmedia.com.

Basis on which information is presented

In this document, references to "£", "pence" and "p" are to the lawful currency of the United Kingdom. All times referred to in this document are, unless otherwise stated, references to London time.

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

1	Details of the person discharging managerial responsibilities / person closely associated		
a)	Name	Christopher Satterthwaite	
2	Reason for the notification		
a)	Position/status	Non-Executive Chairman	
b)	Initial notification /Amendment	Initial	
3	Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor		
a)	Name	Zinc Media Group plc	
b)	LEI	21380038V6N4I4P38D74	
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 the financial instrument, type of instrument	Ordinary shares of 0.125p each	
	Identification code	GB00BJVLR251	
b)	Nature of the transaction	Issue of ordinary shares	
c)	Price(s) and volume(s)	Price(s)	Volume(s)
		£0.8880	33,783
d)	Aggregated information - Aggregated volume - Price	N/A	
e)	Date of the transaction	24 August 2023	
f)	Place of the transaction	Off-market transaction	

1	Details of the person discharging managerial responsibilities / person closely associated		
a)	Name	Mark Browning	
2	Reason for the notification		
a)	Position/status	Chief Executive Officer	
b)	Initial notification /Amendment	Initial	
3	Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor		
a)	Name	Zinc Media Group plc	
b)	LEI	21380038V6N4I4P38D74	
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 the financial instrument, type of instrument	Ordinary shares of 0.125p each	
	Identification code	GB00BJVLR251	
b)	Nature of the transaction	Issue of ordinary shares	
c)	Price(s) and volume(s)	Price(s)	Volume(s)
		£0.00125	151,515
d)	Aggregated information - Aggregated volume - Price	N/A	
e)	Date of the transaction	24 August 2023	
f)	Place of the transaction	Off-market transaction	

1	Details of the person discharging managerial responsibilities / person closely associated		
a)	Name	Will Sawyer	
2	Reason for the notification		
a)	Position/status	Chief Financial Officer	
b)	Initial notification /Amendment	Initial	
3	Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor		
a)	Name	Zinc Media Group plc	
b)	LEI	21380038V6N4I4P38D74	
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 the financial instrument, type of instrument	Ordinary shares of 0.125p each	
	Identification code	GB00BJVLR251	
b)	Nature of the transaction	Issue of ordinary shares	
c)	Price(s) and volume(s)	Price(s)	Volume(s)

		£0.00125	118,558	
d)	Aggregated information - Aggregated volume - Price	N/A		
e)	Date of the transaction	24 August 2023		
f)	Place of the transaction	Off-market transaction		