

Zinc Media Group plc

("Zinc", the "Group" or the "Company")

Appointment of Zinc Television Managing Director and Grant of Options

Zinc Media Group plc (AIM: ZIN), a leading TV and multimedia content producer, announces that Tanya Shaw has joined the Company as Managing Director of Zinc Television. In connection with this appointment, the Company has granted options over 202,511 ordinary shares of 0.125 pence each ("Ordinary Shares") in the Company (the "Options") on 8 November 2021 to Tanya Shaw.

Tanya will be responsible for the company's TV labels based in London and Manchester as well as accelerating the Group's growth in premium unscripted content domestically and globally.

Tanya was Managing Director of Shine TV for six years, a role in which she oversaw a variety of hugely successful returning factual series, including the global hit *MasterChef*, *Hunted* and *The Island with Bear Grylls*. She was formerly Commissioning Editor of Features and Formats at the BBC and Commissioning Editor, Specialist Factual at Channel 4. Her production credits include *The Apprentice* for which she won a BAFTA.

Mark Browning, Zinc CEO, commented:

"Tanya is one of the most outstanding creative and commercial heads in the UK, widely recognised as an inspirational and engaging leader. She has built an outstanding network of contacts, both domestically and internationally, and has a rich track record of programme making.

Our London and Regional teams have had a huge amount of success recently, with commissions across the full range of factual, but there is so much more we can achieve. Tanya's creative leadership and her passion for creating impactful, innovative content, makes her the ideal person to lead our creative teams".

Tanya Shaw added:

"Zinc's creative richness and premium quality is renowned worldwide. Their companies make outstanding programming which resonates around the world, and I'm looking forward to helping drive their growth plans, diversifying their customer base, and strengthening their already-world-class creative team.

It is clear that Zinc is a company that is now going places and I'm thrilled to be joining at such an exciting moment in their growth journey."

The Options have been granted under the Company's EMI Share Option Plan and will vest in accordance with the following:

- half of the Options granted will vest if the market price per Ordinary Share is at least 105.9p for a period of 30 consecutive trading days ending on or after 7 November 2024; and
- the remaining half of the Options will vest unconditionally on the third anniversary of the grant date, being 7 November 2024.

The Options are exercisable at a price of 70.6p per share, which represents the average 5 day trailing market price at time of grant.

For further information, please contact:

Zinc Media Group plc

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About Zinc Media Group

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

The award-winning and critically acclaimed television labels comprise Blakeway, Brook Lapping, Films of Record, Red Sauce, Supercollider and Tern Television and produce programmes across a wide range of factual genres for UK and international channels.

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

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 | Tanya Shaw | |
| 2 | Reason for the notification | | |
| a) | Position/status | Managing Director, Zinc TV (PDMR) | |
| b) | Initial notification /Amendment | Initial notification | |
| 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 | Options over Ordinary Shares | |
| | Identification code | GB00BJVLR251 | |
| b) | Nature of the transaction | Grant of options over ordinary shares | |
| c) | Price(s) and volume(s) | Price(s) | Volume(s) |
| | | 70.60 pence | 202,511 |
| d) | Aggregated information - Aggregated volume - Price | N/A | |
| e) | Date of the transaction | 8 November 2021 | |
| f) | Place of the transaction | Outside a trading venue | |