

11 October 2023

Aeorema Communications plc
("Aeorema", the "Company" or the "Group")

Aeorema Communications plc, a leading strategic communications group, announces that it has granted options ("Options") over new ordinary shares of 12.5 pence each in the Company ("Ordinary Shares").

Options have been granted in respect of a total of 240,000 new Ordinary Shares to four members of staff, including two persons discharging managerial responsibilities. Of these Options, three have been granted under the Company's EMI share option scheme (in respect of an aggregate 140,000 Ordinary Shares), and the balance has been granted outside the terms of that scheme but on similar terms to the other Options. These new Options represent, in aggregate, 2.52 per cent of the Company's current issued share capital.

These four Options are exercisable at 78.50 pence per Ordinary Share (being the closing mid-market price of an Ordinary Share on 9 October 2023). Of the Options, two will vest on 1 July 2026 (in respect of a total of 140,000 Ordinary Shares) and two will vest on 1 October 2026 (in respect of a total of 100,000 Ordinary Shares). The Options can each be exercised from the date of vesting until 5:00 p.m. on the business day before the 10th anniversary of the date of grant.

In total options over 1,770,000 Ordinary Shares are now outstanding, representing 18.56 per cent of the Company's current issued share capital.

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	1. Andre Shahrदार 2. Claire Gardner
2	Reason for the notification	

a)	Position/status	<ol style="list-style-type: none"> Andre is President of Cheerful Twentyfirst (Inc) (a member of the Group) Claire is Managing Director of Eventful (Ltd) (<u>a member of the Group</u>)
b)	Initial notification /Amendment	Initial notification
3	Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor	
a)	Name	Aeorema Communications plc
b)	LEI	213800PJBW607NDCKJ08
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 Identification code	Options over ordinary shares of 12.5p each in Aeorema Communications plc Identification code (ISIN) for Aeorema Communications plc ordinary shares: GB00B4QHH456
b)	Nature of the transaction	Grant of options over ordinary shares
c)	Price(s) and volume(s)	<ol style="list-style-type: none"> Price: 78.5p Volume: 100,000 Price: 78.5p Volume: 40,000
d)	Aggregated information - Aggregated volume - Price	N/A
e)	Date of the transaction	10 October 2023
f)	Place of the transaction	Outside a trading venue

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Notes to Editors

Aeorema Communications plc, (AIM: AEO) is a leading strategic communications group with offices in London, New York and Amsterdam. The Group provides bespoke event services, comprising live, virtual, and hybrid experiences to an established international blue-chip client base spanning a broad range of sectors, including finance, professional services, advertising, IT, gaming, fashion, fintech, and beverages. The Group also provides high level consultancy services to help clients maximise and deliver on their long-term communication strategies over multiple event and film touchpoints.

Aeorema delivers these services via its fully owned companies Cheerful Twentyfirst and Cheerful Twentyfirst, Inc. (the North American arm of Cheerful Twentyfirst) (cheerfultwentyfirst.com), two live events agencies with film capabilities that specialise in devising and delivering corporate communication solutions. The Group also operates Eventful Limited (www.eventful.co.uk), which provides consultative, high-touch services including assisting clients with venue sourcing, event management and incentive travel. With more than 56 years of combined operating experience and extensive award wins, Aeorema is a recognised industry thought leader and for the year ended 30 June 2022 reported record revenue and profits (before tax) of £12.2 million and £843,564 respectively, and also declared a dividend for the year.

Central to all that the Group does is its Corporate Social Responsibility charter, which is focussed on ensuring sustainable, inclusive and ethical business operations. To this end, the Group is a pioneer in delivering innovative strategies and services, including a client carbon measurement programme to establish a formal structure and approach around reducing emissions and offsetting both its own and its clients' carbon footprint.