

Date: 13 December 2024

Future plc
(the "Company")

Director/PDMR holding

Performance Share Plan (PSP)

On 12 December 2024, in accordance with the provisions of the Company's approved Remuneration Policy, an award was made of the following nil-cost options over Ordinary Shares of 15p each in the Company ("Shares") under the terms of the Future plc 2023 Performance Share Plan ("PSP"). This award will normally vest on the third anniversary of grant. The award under the PSP is subject to performance conditions (as set out on page 102 of the Company's Annual Report & Accounts for FY2024) and a holding period applies to the Executive Directors from the vesting date in respect of any Shares which vest under this award.

1	Details of the person discharging managerial responsibilities / person closely associated	
a)	Name	Sharjeel Suleman
2	Reason for the notification	
a)	Position/status	Chief Financial Officer (PDMR)
b)	Initial notification /Amendment	Initial notification
3	Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor	
a)	Name	Future plc
b)	LEI	213800K2581YRLEXV353
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	Ordinary shares of 15p each GB00BYZN9041				
b)	Nature of the transaction	Grant of nil cost options over Future plc Shares under the PSP. The award will vest on the third anniversary of the date of grant, subject to the performance conditions, relating to the Company's relative TSR, adjusted diluted EPS and organic revenue growth for the year ended 30 September 2027, as are set out on page 102 of the Company's Annual Report & Accounts for FY2024.				
c)	Price(s) and volume(s)	<table><tr><td>Price(s)</td><td>Volume(s)</td></tr><tr><td>Nil</td><td>70,705</td></tr></table>	Price(s)	Volume(s)	Nil	70,705
Price(s)	Volume(s)					
Nil	70,705					
d)	Aggregated information - Aggregated volume - Price	N/A (single transaction)				
e)	Date of the transaction	12 December 2024				
f)	Place of the transaction	London				