

25 March 2025

Fonix plc
("Fonix" or the "Company")

Grant of Market Price Options and PDMR Dealing

Fonix plc (AIM: FNX), the mobile payments and messaging provider, announces that on 24 March 2025, it granted a total of 288,000 share options over ordinary shares of 0.1p each under the Company's share option plan (the "Options"):

- 55,000 Options were awarded to Michael Foulkes, Chief Financial and Operating Officer of the Company (the "CFOO"), and
- 233,000 Options were awarded to other eligible Company employees (the "Eligible Employees").

The Options have an exercise price of 180.5p per share, representing the closing mid-market price on the day prior to the grant.

The Options will vest in three equal tranches over a three-year period, on 24 March 2028, 24 March 2029, and 24 March 2030. Vesting is conditional on the option holder's continuous employment with the Company until each respective vesting date. Additionally, the 55,000 Options granted to the CFOO are subject to the achievement of specific performance conditions. Following this grant, the CFOO holds 205,895 market price options in the Company, representing approximately 0.2% of the Company's issued share capital.

The award of these Options is designed to align the interests of the CFOO and Eligible Employees with those of shareholders, incentivising and rewarding the creation of long-term shareholder value over the next three to five years and beyond.

Following this grant, the Company has issued a total of 2,192,174 options since its admission to AIM in October 2020. Of these, 198,895 have lapsed, 232,528 have been exercised, and 1,760,751 options remain outstanding. The outstanding options represent approximately 1.76% of the Company's issued share capital.

Enquiries

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About Fonix

Founded in 2006, Fonix is a leading provider of mobile payments and messaging solutions, enabling businesses to connect, engage, and transact seamlessly through mobile technology.

Fonix helps organisations across media, charity, entertainment, and enterprise sectors drive revenue and enhance audience engagement.

Headquartered in London, Fonix is a fast-growing, innovation-driven company, trusted by industry leaders such as ITV, Bauer Media, RTÉ, Global, Comic Relief, and BBC Children in Need. With a strong focus on technology and consumer experience, Fonix continues to shape the future of mobile payments and interactivity.

1	Details of the person discharging managerial responsibilities / person closely associated	
a)	Name	Michael Foulkes
2	Reason for the notification	
a)	Position/status	Chief Financial & Operating Officer
b)	Initial notification /Amendment	Initial Notification

3	Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor								
a)	Name	Fonix plc							
b)	LEI	213800GBZCWQ7HR2ZE92							
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 to subscribe for new ordinary shares of 0.1p each GB00BN789668							
b)	Nature of the transaction	Grant of options							
c)	Price(s) and volume(s)	<table border="1"> <thead> <tr> <th>Type</th> <th>Price(s)</th> <th>Volume(s)</th> </tr> </thead> <tbody> <tr> <td>Options over ordinary shares</td> <td>180.5p</td> <td>55,000</td> </tr> </tbody> </table>		Type	Price(s)	Volume(s)	Options over ordinary shares	180.5p	55,000
Type	Price(s)	Volume(s)							
Options over ordinary shares	180.5p	55,000							

d)	Aggregated information - Aggregated volume - Price	N/A – single transaction
e)	Date of the transaction	24 March 2025
f)	Place of the transaction	Outside of a trading venue