

Zinc Media Group plc

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

Director Shareholdings

Zinc Media Group plc (AIM: ZIN), the leading TV and multimedia content producer, announces that it has issued, conditional on Admission (as defined below), a total of 237,880 new ordinary shares of 0.125p each in the capital of the Company ("New Ordinary Shares") to Christopher Satterthwaite (Chairman), Mark Browning (CEO) and Will Sawyer (CFO) as a part of their respective annual remuneration packages.

The New Ordinary Shares issued to Christopher Satterthwaite (Non-Executive Chairman) were issued at a price of 66.95 pence per New Ordinary Share in lieu of payment of director fees, as part of Christopher's contractual arrangements with the Group. Mark Browning's and Will Sawyer's awards have been made in lieu of a cash bonus and were issued at a price of 52.5 pence per New Ordinary Share, which is the price at the end of the period to which the bonus related.

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	80,555	0.50%	44,809	125,364	0.77%
Mark Browning	58,333	0.37%	136,285	194,618	1.20%
Will Sawyer	17,352	0.11%	56,786	74,138	0.46%

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 11 June 2021 ("Admission"). Following Admission, the Company will have a total of 16,200,919 ordinary shares of 0.125p each in issue. 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.

For further information, please contact:

Zinc Media Group plc

+44 (0) 20 7878 2311

Mark Browning, CEO / Will Sawyer, CFO

www.zincmedia.com

N+1 Singer (NOMAD and Joint Broker to Zinc Media)

+44 (0) 20 7496 3000

Mark Taylor / Kailey Aliyar / Sebastian Burke

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	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)
		£0.6695	44,809
d)	Aggregated information - Aggregated volume - Price	N/A	
e)	Date of the transaction	10 June 2021	
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)
		£0.525	136,285
d)	Aggregated information - Aggregated volume - Price	N/A	
e)	Date of the transaction	10 June 2021	
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)
		£0.525	56,786
d)	Aggregated information - Aggregated volume - Price	N/A	
e)	Date of the transaction	10 June 2021	
f)	Place of the transaction	Off-market transaction	