

Zinc Media Group plc

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

Director Share Options

Zinc Media Group plc (AIM: ZIN), a leading TV and multimedia content producer, announces that the Company has issued share options over ordinary shares of 0.125 pence each ("Ordinary Shares") in the Company ("Options") on 10 June 2021 to Executive Directors and PDMRs of Zinc as follows:

Director/Senior Personnel	Total number of Ordinary Shares under Options post grant	Option exercise price	Vesting period
Mark Browning	474,230	0.125p	3 years ending 9 June 2024
Will Sawyer	237,115	0.125p	3 years ending 9 June 2024
Damon Westbury	79,816	66.95p	3 years ending 9 June 2024
Olly Strous	79,816	66.95p	3 years ending 9 June 2024
Harry Bell	18,000	66.95p	3 years ending 9 June 2024
Katie O'Callaghan	16,000	66.95p	3 years ending 9 June 2024

Both Mark Browning's and Will Sawyer's awards have been made under an Unapproved Share Option Scheme. The Options were granted under the condition that half of the Options granted to each director will vest if the Ordinary Share price is at least £0.60 for a period of 30 consecutive Dealing Days ending on or after 9 June 2024, and the other half will vest if the share price is at least £0.90 for a period of 30 consecutive Dealing Days ending on or after 9 June 2024.

For the remaining Senior Management and PDMRs receiving Option awards, the Options have been made under the Company's EMI Share Option Plan and under the condition that half of the options granted to each individual will vest if the Ordinary Share price is at least 100.425p for a period of 30 consecutive Dealing Days ending on or after 9 June 2024, and the other half will vest non-conditionally on the third anniversary of the grant date, being 9 June 2024.

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 Buke

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	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	Options over Ordinary shares of 0.125p each	
	Identification code	GB00BJVLR251	
b)	Nature of the transaction	Grant of options over ordinary shares	
c)	Price(s) and volume(s)	Price(s)	Volume(s)
		£0.00125	474,230
d)	Aggregated information - Aggregated volume - Price	474,230 Exercise price of 0.125 pence	
e)	Date of the transaction	10 June 2021	
f)	Place of the transaction	Outside a trading venue	

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	Options over Ordinary shares of 0.125p each	
	Identification code	GB00BJVLR251	
b)	Nature of the transaction	Grant of options over ordinary shares	
c)	Price(s) and volume(s)	Price(s)	Volume(s)
		£0.00125	237,115
d)	Aggregated information - Aggregated volume - Price	237,115 Exercise price of 0.125 pence	
e)	Date of the transaction	10 June 2021	
f)	Place of the transaction	Outside a trading venue	

1	Details of the person discharging managerial responsibilities / person closely associated		
a)	Name	Damon Westbury	
2	Reason for the notification		
a)	Position/status	Managing Director of Zinc Communicate	
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	Options over Ordinary shares of 0.125p each	
	Identification code	GB00BJVLR251	
b)	Nature of the transaction	Grant of options over ordinary shares	
c)	Price(s) and volume(s)	Price(s)	Volume(s)
		£0.6695	79,816
d)	Aggregated information - Aggregated volume - Price	79,816 Exercise price of 66.95 pence	

e)	Date of the transaction	10 June 2021
f)	Place of the transaction	Outside a trading venue

1	Details of the person discharging managerial responsibilities / person closely associated		
a)	Name	Olly Strous	
2	Reason for the notification		
a)	Position/status	Chief Technology 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	Options over Ordinary shares of 0.125p each	
	Identification code	GB00BJVLR251	
b)	Nature of the transaction	Grant of options over ordinary shares	
c)	Price(s) and volume(s)	Price(s)	Volume(s)
		£0.6695	79,816
d)	Aggregated information - Aggregated volume - Price	79,816 Exercise price of 66.95 pence	
e)	Date of the transaction	10 June 2021	
f)	Place of the transaction	Outside a trading venue	

1	Details of the person discharging managerial responsibilities / person closely associated		
a)	Name	Harry Bell	
2	Reason for the notification		
a)	Position/status	Managing Director of Tern Television	
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 Identification code	Options over Ordinary shares of 0.125p each GB00BJVLR251	
b)	Nature of the transaction	Grant of options over ordinary shares	
c)	Price(s) and volume(s)	Price(s)	Volume(s)
		£0.6695	18,000
d)	Aggregated information - Aggregated volume - Price	18,000 Exercise price of 66.95 pence	
e)	Date of the transaction	10 June 2021	
f)	Place of the transaction	Outside a trading venue	

1	Details of the person discharging managerial responsibilities / person closely associated		
a)	Name	Katie O'Callaghan	
2	Reason for the notification		
a)	Position/status	HR Director	
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 Identification code	Options over Ordinary shares of 0.125p each GB00BJVLR251	
b)	Nature of the transaction	Grant of options over ordinary shares	
c)	Price(s) and volume(s)	Price(s)	Volume(s)
		£0.6695	16,000
d)	Aggregated information - Aggregated volume - Price	16,000 Exercise price of 66.95 pence	
e)	Date of the transaction	10 June 2021	
f)	Place of the transaction	Outside a trading venue	