

13 April 2021

Highcroft Investments PLC ("Highcroft" or the "Company")

Incentive Plan Share Award, PDMR Dealing and Total Voting Rights

The Company announces that on 12 April 2021 Simon Gill, Chief Executive, was awarded 4,534 ordinary shares of 25 pence each in the capital of the Company ("Ordinary Shares") and Roberta Miles, Finance Director, was awarded 3,990 Ordinary Shares in connection with the Highcroft Incentive Plan ("HIP").

Application has been made for the admission to trading of the new Ordinary Shares, which will rank pari passu in all respects with the Company's existing Ordinary Shares, on the Main Market of the London Stock Exchange and to listing on the Official List of the FCA, with dealings expected to commence on or around 16 April 2021.

Following the issue of Ordinary Shares, Simon Gill's shareholding in the Company is 8,843 Ordinary Shares and Roberta Miles' shareholding in the Company is 13,566 Ordinary Shares, representing 0.17 per cent. and 0.26 per cent. respectively.

Total Voting Rights

Following the issue of the new Ordinary Shares the total number of Ordinary Shares in issue is 5,183,699.

Therefore, the total number of Ordinary Shares with voting rights is 5,183,699 which may be used by shareholders in the Company as the denominator for the calculations by which they will determine if they are required to notify their interest in, or a change in their interest in, the share capital of the Company under the FCA's Disclosure Transparency Rules.

For further information, contact:

Highcroft Investments PLC
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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	Simon Gill					
2	Reason for the notification						
a)	Position/status	Director					
b)	Initial notification /Amendment	Initial					
3	Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor						
a)	Name	Highcroft Investments PLC					
b)	LEI	213800F867TBILNX3B27					
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 00042548875					
b)	Nature of the transaction	Shares issued under 2020 incentive plan award					
c)	Price(s) and volume(s)	<table border="1"> <tr> <td>Price(s)</td> <td>Volume(s)</td> </tr> <tr> <td>8.07</td> <td>4,534</td> </tr> </table>	Price(s)	Volume(s)	8.07	4,534	
Price(s)	Volume(s)						
8.07	4,534						
d)	Aggregated information - Aggregated volume - Price	N/A - single transaction					
e)	Date of the transaction	12 April 2021					
f)	Place of the transaction	XOFF					

1	Details of the person discharging managerial responsibilities / person closely associated						
a)	Name	Roberta Miles					
2	Reason for the notification						
a)	Position/status	Director					
b)	Initial notification /Amendment	Initial					
3	Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor						
a)	Name	Highcroft Investments PLC					
b)	LEI	213800F867TBILNX3B27					
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f)	Place of the transaction	XOFF					

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