

Altitude Group plc

("Altitude" or the "Group")

Altitude Group Plc welcomes the New Year at Industry's Largest Shows

Altitude Group plc (AIM: ALT), the operator of a leading marketplace for the global promotional products industry, is pleased to announce its attendance at the largest US industry tradeshow, PPAI Expo in Las Vegas last week. The show boasted over 15,000 attendees across the industry's largest supplier companies, distributor organizations and service providers. Anticipating more than 425 members and affiliates in attendance for the event, ALT hosted technology trainings, business growth sessions, VIP partner collaboration meetings and AIM Capital Solutions discovery day meetings throughout the week. Additionally, the Group welcomed members, affiliates, and VIP partners to a reception to celebrate a year of growth in 2022 and ring in a robust start to 2023. At the Expo, PPAI issued preliminary data showing that the overall industry experienced a strong 2022. The current data from PPAI's annual industry sales volume estimate survey, collected by third-party research firm Relevant Insights on behalf of PPAI, is more than \$25 billion. This represents an increase of at least 13.1% over 2021.

Concurrently, ALT attended the largest European industry tradeshow, Promotional Product Service Institute Show (PSI) in Düsseldorf this past week. From PSI, "the event hosted 487 exhibitors and 10,509 visitors from 75 countries made it clear: promotional products and their industry are back."

Nichole Stella, CEO of ALT, said of the shows, "These events are integral to the Group and are amongst the most important industry tradeshows of the year. It is a time for our brands to be seen, new partnerships to be forged and our teams to make connections to support current business and drive new opportunities."

This announcement has been released as a Reach announcement.

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