

Pebble Beach Systems Group plc

Director/PDMR Shareholding

Pebble Beach Systems Group plc (AIM: "PEB", "Pebble" or the "Group"), a leading global software business specialising in playout automation and content management and IP Control solutions for the broadcast and streaming service markets, announces that on 23 January 2023 it received notification from Kestrel Partners LLP ("Kestrel") that it has transferred 2,301,000 ordinary shares of 2.5p each ("Ordinary Shares") from one of its discretionary clients to another.

Chris Errington, Non-Executive Director, is a partner of, and holds a beneficial interest in, Kestrel. Mr. Errington is also a shareholder in one of Kestrel's clients ("Kestrel Opportunities") and is therefore deemed to have a beneficial interest in Kestrel Opportunities' entire legal holding in Pebble.

Following this notification, Kestrel Opportunities hold (and consequently Mr. Errington is deemed to have a beneficial interest in) 14,696,625 Ordinary Shares, and other clients of Kestrel, in which Mr. Errington has no beneficial interest now hold 22,388,904 Ordinary Shares. Following these transfers, on a combined basis, Kestrel continues to indirectly hold voting rights over 37,085,529 Ordinary Shares in Pebble, which represents 29.76% per cent of Pebble's issued share capital.

Kestrel's interest in the Ordinary Shares in the Group is held through the following nominees:

| Holding type | Nominee | No. of Ordinary Shares | % of issued share capital |
|--------------|-------------------------------|------------------------|---------------------------|
| Indirect | Bank of New York Nominees Ltd | 14,696,625 | 11.79% |
| Indirect | JIM Nominees Limited | 245,000 | 0.20% |
| Indirect | Bank of New York Nominees Ltd | 22,143,904 | 17.77% |

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finnCap (Nominated Adviser and Broker)

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Tim Redfern/Sunila de Silva - ECM

The Company is quoted on the LSE AIM market (PEB.L). More information can be found at www.pebbleplc.com.

ANNEX

Template for 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 | Chris Errington |

| 2 | Reason for the notification | | | | | |
|----------|--|---|----------|-----------|----------|---------------------------|
| a) | Position/status | Non-Executive Director | | | | |
| b) | Initial notification /Amendment | Initial Notification | | | | |
| 3 | Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor | | | | | |
| a) | Name | Pebble Beach Systems Group plc | | | | |
| b) | LEI | 2138006Q5EZTDJMIBM38 | | | | |
| 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 | 2.5p Ordinary Shares ISIN: GB0001482891 | | | | |
| b) | Nature of the transaction | Transfer of Ordinary Shares between Kestrel controlled accounts. Mr Errington is a partner of, and holds a beneficial interest in, Kestrel. Mr Errington is also a shareholder in one of Kestrel's clients ("Kestrel Opportunities"), and is therefore deemed to have a beneficial interest in Kestrel Opportunities' entire legal holding in Pebble. | | | | |
| c) | Price(s) and volume(s) Transfer between client accounts | <table border="1"> <thead> <tr> <th>Price(s)</th> <th>Volume(s)</th> </tr> </thead> <tbody> <tr> <td>GBP 0.08</td> <td>2,301,000 Ordinary Shares</td> </tr> </tbody> </table> | Price(s) | Volume(s) | GBP 0.08 | 2,301,000 Ordinary Shares |
| Price(s) | Volume(s) | | | | | |
| GBP 0.08 | 2,301,000 Ordinary Shares | | | | | |
| d) | Aggregated information | As above | | | | |

| | | |
|----|--------------------------|-----------------------|
| | - Aggregated volume | |
| | - Price | |
| e) | Date of the transaction | 23/01/2023 |
| f) | Place of the transaction | London Stock Exchange |

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