

24 January 2023

ActiveOps Plc
(the "Company" or the "Group")

Director/PDMR Dealing

ActiveOps plc (AIM: AOM), a leading provider of Management Process Automation (MPA) software for running hybrid and global back-office operations, announces that it has been notified of the following transactions in ordinary shares in the Company undertaken by persons discharging managerial responsibility ("PDMRs") as a result of their participation in the Company's Global Share Purchase Plan.

The notifications below are made in accordance with Article 19(3) of the Market Abuse Regulation:

| | | | | | | | | | |
|-----------|---|---|--|----------|-----------|-----------|--------|-----------|--------|
| 1 | Details of the person discharging managerial responsibilities / person closely associated | | | | | | | | |
| a) | Name | 1. Kuljit Bawa 2. Jane Lambert | | | | | | | |
| 2 | Reason for the notification | | | | | | | | |
| a) | Position/status | 1. Regional Managing Director - EMEA 2. Regional Managing Director - APAC | | | | | | | |
| b) | Initial notification /Amendment | Initial Notification. | | | | | | | |
| 3 | Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor | | | | | | | | |
| a) | Name | ActiveOps plc | | | | | | | |
| b) | LEI | 213800RHBFOK6YNI3B30 | | | | | | | |
| 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 of 0.01 pence each ISIN Code: GB00BLH37Y17 | | | | | | | |
| b) | Nature of the transaction | Acquisition of partnership shares through the Company's Global Share Purchase Plan | | | | | | | |
| c) | Price(s) and volume(s) | <table><tr><td>Price(s)</td><td>Volume(s)</td></tr><tr><td>1. £0.795</td><td>1. 440</td></tr><tr><td>2. £0.795</td><td>2. 141</td></tr></table> | | Price(s) | Volume(s) | 1. £0.795 | 1. 440 | 2. £0.795 | 2. 141 |
| Price(s) | Volume(s) | | | | | | | | |
| 1. £0.795 | 1. 440 | | | | | | | | |
| 2. £0.795 | 2. 141 | | | | | | | | |
| d) | Aggregated information - Aggregated volume - Price | N/A | | | | | | | |
| e) | Date of the transaction | 24 January 2023 | | | | | | | |
| f) | Place of the transaction | London Stock Exchange | | | | | | | |

For more information, please contact:

ActiveOps

Via Alma PR

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About ActiveOps

ActiveOps is a leader in Management Process Automation (MPA), providing a SaaS platform to large enterprises with complex and often global back-offices. The Group's software and embedded back-office operations management methodology enables enterprises to adopt a data-driven, scientific approach to organising work and managing capacity.

The Group's enterprise platform comprises its MPA software products and AOM, the Group's operations methodology and framework for effective back-office management. Together, this combination of software and embedded methodology enables operations managers to balance the competing priorities of meeting service and quality standards while improving productivity and reducing cost.

As at 30 September 2022, the Group has 180 employees, serving its global customer base of over 80 enterprise customers from offices in the UK, Ireland, USA, Australia, India and South Africa. The Group's customers are predominantly in the banking, insurance and business process outsourcing (BPO) sectors, including Nationwide, TD Bank, Anthem Inc and DXC Technology.

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