

06 February 2023

Brave Bison Group plc
 ("Brave Bison" or the "Company")

Director/PDMR Shareholding

Brave Bison, the social and digital media company, announces that it was notified on 03 February 2023 that Philippa Norridge, Chief Financial Officer of the Company, purchased 199,522 ordinary shares in the Company at a price of 2.5 pence per ordinary share on that same day. Following this purchase, Philippa Norridge is interested in 1,050,633 ordinary shares in the Company, representing approximately 0.08 per cent. of the Company's current issued ordinary share capital.

The notification below, made in accordance with the UK Market Abuse Regulation, provides further details.

For further information please contact:

Brave Bison Group plc

Oliver Green, Executive Chairman

Theo Green, Chief Growth Officer

Philippa Norridge, Chief Financial Officer

via Cenkos

Cenkos Securities plc

Nominated Adviser & Broker

Nicholas Wells

Ben Jeynes

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1	Details of the person discharging managerial responsibilities / person closely associated (PCA)	
a)	Name	Philippa Norridge
2	Reason for the notification	
a)	Position/status	Chief Financial Officer
b)	Initial notification /Amendment	Initial notification
3	Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor	
a)	Name	Brave Bison Group plc
b)	LEI	213800BE117EWIN8X308
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	ordinary shares of 0.1p each
	Identification code	Identification code (ISIN) for Brave Bison Group plc ordinary shares: GB00BF8HJ774

b)	Nature of the transaction	Acquisition of ordinary shares	
c)	Price(s) and volume(s)	Price(s)	Volume(s)
		2.5 pence	199,522
d)	Aggregated information - Aggregated volume - Price	N/A - single transaction	
e)	Date of the transaction	03 February 2023	
f)	Place of the transaction	AIMX	

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