



22 February 2023

**GB GROUP PLC**  
("GBG" or the "Company")

**Notification and public disclosure of transactions by persons discharging managerial responsibilities ("PDMR")**

The Company announces that it yesterday received notification that the following PDMR purchased ordinary shares of 2.5 pence each in GBG ("Ordinary Shares"):

Director Name	Position	No. of Ordinary Shares purchased	No. of Ordinary Shares held following transaction	% holding following transaction
Richard Longdon	Chair	29,876	29,876	0.012%

The information below (set out in accordance with the requirements of UK Market Abuse Regulation) provides further detail:

1.	Details of the person discharging managerial responsibilities / person closely associated								
a.	Name	Richard Longdon							
2.	Reason for the notification								
a.	Position/status	Chair							
b.	Initial notification /Amendment	Initial notification							
3.	Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor								
a.	Name	GB Group plc							
b.	LEI	213800RBAFZIBC7XR29							
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 2.5 pence GB0006870611							
b.	Nature of the transaction	Purchase of Ordinary Shares							
c.	Price(s) and volume(s)	<table><tr><td></td><td>Price(p)</td><td>Volume</td></tr><tr><td></td><td>333.3721</td><td>29,876</td></tr></table>			Price(p)	Volume		333.3721	29,876
	Price(p)	Volume							
	333.3721	29,876							
d.	Aggregated information <i>Aggregated volume</i> <i>Price</i>	<table><tr><td></td><td>Price(p)</td><td>Volume</td></tr><tr><td></td><td>333.3721</td><td>29,876</td></tr></table>			Price(p)	Volume		333.3721	29,876
	Price(p)	Volume							
	333.3721	29,876							
e.	Date of the transaction	21 February 2023							
f.	Place of the transaction	London Stock Exchange (XLON); AIM							

- Ends -

For further information, please contact:

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