

*This announcement contains inside information for the purposes of Article 7 of the Market Abuse Regulation (EU) 596/2014 as it forms part of UK domestic law by virtue of the European Union (Withdrawal) Act 2018 ("MAR"), and is disclosed in accordance with the Group's obligations under Article 17 of MAR.*

**Altitude Group plc**

("Altitude" or the "Company")

**Holdings in Company and Director Dealing**

Altitude Group plc (AIM: ALT), the operator of a leading marketplace for the global promotional products industry, announces that it was notified on 28 March 2023 that Simon Taylor, a substantial shareholder in Altitude, had purchased, and Martin Varley, a non-executive director of Altitude, had disposed of 1.2 million ordinary shares of 0.4p each in the Company ("Shares"). Following these transactions, Simon is interested in 9,493,617 Shares representing 13.40% of the issued share capital of the Company, and Martin is interested in 10,068,677 Shares representing 14.21% of the issued share capital of the Company.

**Enquiries:**

**Altitude Group plc**

Nichole Stella, Chief Executive Officer  
Graham Feltham, Chief Financial Officer

Via Zeus

**Zeus (Nominated Adviser & Broker)**

Dan Bate / David Foreman / James Edis (Investment Banking)  
Dominic King (Corporate Broking)

Tel: 0203 829 5000

**Notification and public disclosure of transactions by persons discharging managerial responsibilities and persons closely associated with them.**

<b>1</b>	<b>Details of the person discharging managerial responsibilities/person closely associated</b>	
a)	Name:	Martin Varley
<b>2</b>	<b>Reason for the notification</b>	
a)	Position/Status:	Non-executive Director
b)	Initial Notification/Amendment:	Initial Notification
<b>3</b>	<b>Details of the issuer, emission allowance market participation, auction platform, auctioneer or auction monitor</b>	
a)	Name:	Altitude Group plc
b)	LEI:	213800VACSTYYSI39R89

4.	Details of 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:	Ordinary shares of 0.4p	
	Identification code:	GB00B0LSFV82	
b)	Nature of the transaction:	Purchase of Shares	
c)	Price(s) and volume(s):	Price(s)	Volume(s)
		46.0p	1,200,000
d)	Aggregated volume:	As above	
	Price:		
e)	Date of the Transaction:	28 March 2023	
f)	Place of the Transaction:	London Stock Exchange	

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