

Altitude Group plc

("Altitude" or the "Company")

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 Graham Feltham, CFO, had purchased 40,983 ordinary shares of 0.4 pence each in the Company ("Shares") at a price of 48.8p per Share.

Following the purchase of Shares, Graham is interested in 142,843 Shares representing approximately 0.20% of the Company's issued share capital.

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.

1	Details of the person discharging managerial responsibilities/person closely associated	
a)	Name:	Graham Feltham
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 participation, auction platform, auctioneer or auction monitor	
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)
		48.80p	40,983
d)	Aggregated volume: Price:	As above	
e)	Date of the Transaction:	28 March 2023	
f)	Place of the Transaction:	London Stock Exchange	

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