

AIM: KBT
18 May 2023

K3 Business Technology Group plc

("K3", "Company" or "Group")

PDMR Announcement

K3, which provides business-critical software solutions focused on fashion and apparel brands, has received notification from Tom Crawford, Chairman, that on 17 May 2023 he acquired 33,333 ordinary shares of 25p each ("Shares") in the Company at a price of 90p per Share.

As a result Mr Crawford now holds 61,445 Shares in the Company representing 0.14 % per cent of the Company's issued share capital.

Further details in respect of the purchase are provided below, in accordance with the EU Market Abuse Regulation (No 596/2014).

For further information contact:

K3 Business Technology Group plc

Marco Vergani, CEO

Eric Dodd, CFO

07747 766 849

finnCap Ltd

+44 (0) 207 220 0500

Nominated Adviser and Broker

Julian Blunt/Milesh Hindocha (Corporate Finance)

Sunila de Silva/Harriet Ward (Corporate Broking)

KTZ Communications

+44 (0) 20 3178 6378

Katie Tzouliadis/Dan Mahoney

ANNEX

Template for 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	Tom Crawford
2	Reason for the notification	
a)	Position/status	Chairman
b)	Initial notification /Amendment	Initial
3	Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor	
a)	Name	K3 Business Technology Group plc
b)	LEI	213800QQJ9OF2AV81748
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	25n Ordinary Shares

a)	Description of the financial instrument, type of instrument	25p Ordinary Shares	
	Identification code	ISIN: GB00B00P6061	
b)	Nature of the transaction	Purchase	
c)	Price(s) and volume(s)	17 May 2023	
		Price(s)	Volume(s)
		90p	33,333 shares
d)	Aggregated information	As above	
	- Aggregated volume		
	- Price		
e)	Date of the transaction	17 May 2023	
f)	Place of the transaction	London Stock Exchange, AIM Market (XLON)	

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