

19 May 2023

NAHL Group PLC
("NAHL" or the "Group")

Issue of Equity from Exercise of Share Options
Director/PDMR Shareholding

NAHL (AIM: NAH), a leading UK marketing and services business focused on the consumer legal market, today announces the issue and allotment of 473,121 new ordinary shares of £0.0025 each in the Group ("**Ordinary Shares**") pursuant to the exercise of certain share options. As part of this exercise, James Saralis (Group Chief Executive) and Chris Higham (Group Chief Financial Officer) exercised 194,656 and 46,000 share options respectively. These share options were granted on 23 April 2021 and with an exercise price of £0.0025 pence per share.

Following the above exercise of 473,121 share options, their respective interests in the Group's enlarged issued share capital is as follows:

	Number of Ordinary Shares	% interest in NAHL
James Saralis	239,837	0.51
Chris Higham	202,434	0.43

Application will be made for the 473,121 new Ordinary Shares to be admitted to trading on AIM and dealings are expected to commence at 8.00 a.m. on or around 25 May 2023 ("Admission"). The New Ordinary Shares will rank pari passu with the existing ordinary shares of the Group.

Total voting rights

Following the exercise of options and Admission, the issued share capital of the Group will consist of 46,798,343 Ordinary Shares, none of which are held in treasury. Shareholders may use this figure as the denominator for the calculations by which they will determine if they are required to notify their interest in, or a change to their interest in the issued share capital of the Group under the FCA's Disclosure and Transparency Rules.

The following notification, made in accordance with the requirements of the UK Market Abuse Regulation, gives further details.

1	Details of the person discharging managerial responsibilities / person closely associated	
a)	Name	Mr James Saralis
2	Reason for the notification	
a)	Position/status	Chief Executive Officer (Director and PDMR)
b)	Initial notification /Amendment	Initial notification
3	Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor	
a)	Name	NAHL Group plc
b)	LEI	213800FQN7XBX1S6U981
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 £0.0025 each in NAHL Group PLC Identification code (ISIN) for NAHL Group PLC ordinary shares: GB00BM7S2W63
b)	Nature of the transaction	Exercise of share options in NAHL Group PLC
c)	Price(s) and volume(s)	

		<table><tr><td>Price(s)</td><td>Volumes</td></tr><tr><td>£0.0025</td><td>194,656</td></tr></table>	Price(s)	Volumes	£0.0025	194,656
Price(s)	Volumes					
£0.0025	194,656					
d)	Aggregated information: - Aggregated volume - Price	194,656 Ordinary Shares £0.0025				
e)	Date of the transaction	19 May 2023				
f)	Place of the transaction	Outside a trading venue				

1	Details of the person discharging managerial responsibilities / person closely associated		
a)	Name	Mr Chris Higham	
2	Reason for the notification		
a)	Position/status	Chief Financial Officer (Director and PMDR)	
b)	Initial notification /Amendment	Initial notification	
3	Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor		
a)	Name	NAHL Group plc	
b)	LEI	213800FQN7XBX1S6U981	
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 £0.0025 each in NAHL Group PLC Identification code (ISIN) for NAHL Group PLC ordinary shares: GB00BM7S2W63	
b)	Nature of the transaction	Exercise of share options in NAHL Group PLC	
c)	Price(s) and volume(s)	Price(s) £0.0025	Volumes 46,000
d)	Aggregated information: - Aggregated volume - Price	46,000 Ordinary Shares £0.0025	
e)	Date of the transaction	19 May 2023	
f)	Place of the transaction	Outside a trading venue	

ENDS

For further information please call:

NAHL Group PLC
James Saralis (CEO)
Chris Higham (CFO)

via FTI Consulting
Tel: +44 (0) 20 3727 1000

Allenby Capital (AIM Nominated Adviser & Broker)
Jeremy Porter / Vivek Bhardwaj (Corporate Finance)
Amrit Nahal (Sales & Corporate Broking)

Tel: +44 (0) 207 220 0500

FTI Consulting (Financial PR)
Alex Beagley
Sam Macpherson
Amy Goldup

Tel: +44 (0) 20 3727 1000

Notes to Editors

NAHL Group plc (AIM: NAH) is a leader in the Consumer Legal Services (CLS) market. The Group provides services and products to individuals and businesses in the CLS market through its two divisions:

- **Consumer Legal Services** provides outsourced marketing services to law firms through National Accident Helpline and Homeward Legal; and claims processing services to individuals through Your Law, Law Together and National Accident Law. In addition, it also provides property searches through Searches UK.

- **Critical Care** provides a range of specialist services in the catastrophic and serious injury market to both claimants and defendants through Bush & Co.

More information is available at www.nahlgroupplc.co.uk, www.national-accident-helpline.co.uk and www.bushco.co.uk.

This information is provided by RNS, the news service of the London Stock Exchange. RNS is approved by the Financial Conduct Authority to act as a Primary Information Provider in the United Kingdom. Terms and conditions relating to the use and distribution of this information may apply. For further information, please contact ms@seg.com or visit www.ms.com.

RNS may use your IP address to confirm compliance with the terms and conditions, to analyse how you engage with the information contained in this communication, and to share such analysis on an anonymised basis with others as part of our commercial services. For further information about how RNS and the London Stock Exchange use the personal data you provide us, please see our [Privacy Policy](#).

END

DSHUKRSROKUVAAR