

30 June 2023

Norman Broadbent plc
("Norman Broadbent" or the "Company")

**Establishment of SAYE Option Plan,
Grant of Options
and
Director/PDMR Shareholding**

Norman Broadbent (AIM: NBB), a leading London quoted Executive Search and Interim Management firm offering a diversified portfolio of integrated Leadership Acquisition & Advisory Services, announces that it has granted options over its ordinary shares of 1p each ("Shares") ("Options") to certain employees under its newly established, tax advantaged SAYE Option Plan (the "SAYE Plan").

All individuals (including both of the Company's executive Directors) who were employed by the Group as at 12 June 2023 (the "Eligible Employees") were invited to apply for the grant of Options over Shares with an exercise price of £0.05 per Share, which represents a 20 per cent. discount to the closing middle market price of a Share on 12 June 2023 (being the dealing day before the invitation for Eligible Employees to participate was issued).

The Options have a contract start date of 1 August 2023 and will normally be exercisable between 3 August 2026 and 1 February 2027.

A total of 26 Eligible Employees elected to participate in the SAYE Plan and, pursuant to these elections, Options over a total of 4,500,000 Shares have been granted representing approximately 7 per cent. of the Company's issued share capital. Included within this total are Options granted to both of the Company's executive Directors and one person discharging managerial responsibility ("PDMR") as follows:

Name	Director/PDMR	No. of Shares over which Options granted
Kevin Davidson	Chief Executive Officer	360,000
Mehr Malik	Chief Financial Officer	180,000
Sean Bergin	Chief Operating Officer (PDMR)	216,000

The following notifications are intended to satisfy the Company's obligations under Article 19(3) of EU Regulation No 596/2014 (the Market Abuse Regulation).

1	Details of the person discharging managerial responsibilities/person closely associated	
a)	Name	1. Kevin Davidson 2. Mehr Malik 3. Sean Bergin
2	Reason for the notification	
a)	Position/status	1. Chief Executive Officer 2. Chief Financial Officer 3. Chief Operating Officer
b)	Initial notification/ Amendment	Initial Notification
3	Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor	
a)	Name	Norman Broadbent plc
b)	LEI	213800E5YN5TA934XA23

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	Ordinary shares of 5p each ("Shares")		
	Identification code	GB00B3VF4Y66		
b)	Nature of the transaction	Grant of options over Shares pursuant to the Norman Broadbent plc SAYE Option Plan		
c)	Price(s) and volume(s)		Price(s)	Volume(s)
		1.	£0.05 (exercise price)	756,000
		2.		
d)	Aggregated information - Aggregated volume - Price	1. N/A single transaction 2. N/A single transaction		
e)	Date of the transaction	29.06.23		
f)	Place of the transaction	London Stock Exchange		

For further information, please contact:

Norman Broadbent plc

020 7484 0000

Kevin Davidson, CEO

Mehr Malik, CFO

Shore Capital (Nominated Adviser and Broker)

020 7408 4090

Tom Griffiths / Tom Knibbs (Corporate Advisory)

Henry Willcocks (Corporate Broking)

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

DSHQKLFLXQLXBBV