

18 August 2023

**ActiveOps Plc**  
(the "Company" or the "Group")

**Director/PDMR Dealing**

ActiveOps plc (AIM: AOM), a leading provider of Management Process Automation (MPA) software for running hybrid and global back-office operations, announces that it has been notified of the following transactions in ordinary shares in the Company undertaken by directors/persons discharging managerial responsibility (PDMRs) as a result of their participation in the Company's all-employee Share Incentive Plan.

The notifications below are made in accordance with Article 19(3) of the Market Abuse Regulation:

1	Details of the person discharging managerial responsibilities / person closely associated												
a)	Name	1. Richard Jeffery 2. Stuart Pugh 3. Kuljit Bawa 4. Peter Alexander Ginger											
2	Reason for the notification												
a)	Position/status	1. Chief Executive Officer 2. Chief Customer Officer 3. Regional Managing Director - EMEA 4. Head of Strategy and Corporate Development											
b)	Initial notification /Amendment	Initial Notification.											
3	Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor												
a)	Name	ActiveOps plc											
b)	LEI	213800RHBFOK6YNI3B30											
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 0.01 pence each											
	Identification code	ISIN Code: GB00BLH37Y17											
b)	Nature of the transaction	Acquisition of partnership shares through the Company's Share Incentive Plan											
c)	Price(s) and volume(s)	<table><tr><th>Price(s)</th><th>Volume(s)</th></tr><tr><td>1. £0.995</td><td>1. 151</td></tr><tr><td>2. £0.995</td><td>2. 151</td></tr><tr><td>3. £0.995</td><td>3. 151</td></tr><tr><td>4. £0.995</td><td>4. 151</td></tr></table>		Price(s)	Volume(s)	1. £0.995	1. 151	2. £0.995	2. 151	3. £0.995	3. 151	4. £0.995	4. 151
Price(s)	Volume(s)												
1. £0.995	1. 151												
2. £0.995	2. 151												
3. £0.995	3. 151												
4. £0.995	4. 151												
d)	Aggregated information  - Aggregated volume  - Price	N/A											
e)	Date of the transaction	17 August 2023											
f)	Place of the transaction	London Stock Exchange											

For more information, please contact:

**ActiveOps**

Via Alma PR

Richard Jeffery, Chief Executive Officer

[www.activeops.com](http://www.activeops.com)

Patrick Deller, Chief Financial Officer

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**About ActiveOps**

ActiveOps is a leader in Management Process Automation (MPA), providing a SaaS platform to large enterprises with complex and often global back-offices. The Group's software and embedded back-office operations management methodology enables enterprises to adopt a data-driven, scientific approach to organising work and managing capacity.

The Group's enterprise platform comprises its MPA software products and AOM, the Group's operations methodology and framework for effective back-office management. Together, this combination of software and embedded methodology enables operations managers to balance the competing priorities of meeting service and quality standards while improving productivity and reducing cost.

As at 30 September 2022, the Group has 180 employees, serving its global customer base of over 80 enterprise customers from offices in the UK, Ireland, USA, Australia, India and South Africa. The Group's customers are predominantly in the banking, insurance and business process outsourcing (BPO) sectors, including Nationwide, TD Bank, Anthem Inc and DXC Technology.

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