

20 November 2023

Brave Bison Group plc

("Brave Bison" or the "Company", together with its subsidiaries "the Group")

Director/PDMR Shareholding

Brave Bison, the digital advertising and technology services company, announces that it was today notified that between 16 and 20 November 2023 that Tangent Industries Limited, an entity closely associated with Oliver Green, Executive Chairman, and Theo Green, Chief Growth Officer, purchased in aggregate 1,250,000 ordinary shares in the Company at a weighted average price of 1.895 pence per ordinary share.

As a result, Oliver Green and Theo Green, and persons closely associated with them, hold a total beneficial interest in 249,363,859 ordinary shares*, representing 19.4% of the Company's issued ordinary share capital.

The notification below, made in accordance with the UK Market Abuse Regulation, provides further details.

**of which 244,811,445 ordinary shares are held by Greenspan Investments Limited, 1,052,414 ordinary shares are held by Oliver Green and 3,500,000 ordinary shares are held by Tangent Industries Limited.*

For further information please contact:

Brave Bison Group plc

Oliver Green, Chairman

via Cavendish

Theo Green, Chief Growth Officer

Philippa Norridge, Chief Financial Officer

Cavendish Capital Markets Limited

Tel: +44 (0)20 7220 0500

Nominated Adviser & Broker

Ben Jeynes / Dan Hodgkinson - Corporate Finance

Michael Johnson / Tim Redfern - Sales & ECM

About Brave Bison

Brave Bison (AIM: BBSN) is a digital advertising and technology services company, headquartered in London with a globally distributed workforce in over ten countries. The Company provides services to global brand advertisers through four business units.

Brave Bison Performance is a paid and organic media practice. It plans and buys digital media on platforms like Google, Meta, TikTok, Amazon and YouTube, as well as providing search engine optimisation and digital PR services. Customers include New Balance, Curry's and Asus.

SocialChain by Brave Bison is a social media advertising practice. It creates content for social media platforms, and works with influencers to create and distribute content. This creative approach ensures that content more native to the platform it is on, leading to higher engagements from its audience. Customers include KFC, TikTok and General Mills.

Brave Bison Commerce is a digital commerce practice. It creates, improves and maintains transactional websites and manages the customer experience in a digital environment. This practice builds ecommerce systems in a

and manages the customer experience in a digital environment. The practice builds e-commerce systems in a composable way - whereby different functions of a website are provided by different software from different vendors. Customers include MKM Building Supplies, Muller and Furniture Village.

Brave Bison Media Network is a portfolio of channels across YouTube, Facebook, Snapchat, TikTok and Instagram. These channels generate over 1 billion monthly views, and the advertising inventory from each channel is sold through online advertising exchanges. Popular channels include The Hook, PGA Tour, US Open and Link Up TV.

1	Details of the person discharging managerial responsibilities / person closely associated (PCA)													
a)	Name	Tangent Industries Limited												
2	Reason for the notification													
a)	Position/status	PCA of Oliver Green, Executive Chairman, and Theo Green, Chief Growth Officer												
b)	Initial notification /Amendment	Initial notification												
3	Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor													
a)	Name	Brave Bison Group plc												
b)	LEI	213800BEI17EWIN8X308												
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 0.1p each												
	Identification code	Identification code (ISIN) for Brave Bison Group plc ordinary shares: GB00BF8HJ774												
b)	Nature of the transaction	Acquisition of ordinary shares												
c)	Price(s) and volume(s)	<table><tr><td>Price(s)</td><td>Volume(s)</td></tr><tr><td>1. 1.85 pence</td><td>1. 500,000</td></tr><tr><td>2. 1.822 pence</td><td>2. 250,000</td></tr><tr><td>3. 1.955 pence</td><td>3. 250,000</td></tr><tr><td>4. 2.00 pence</td><td>4. 250,000</td></tr></table>	Price(s)	Volume(s)	1. 1.85 pence	1. 500,000	2. 1.822 pence	2. 250,000	3. 1.955 pence	3. 250,000	4. 2.00 pence	4. 250,000		
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d)	Aggregated information - Aggregated volume - Price	1,250,000 £23,650												
e)	Date of the transaction	1. 16 November 2023 2. 17 November 2023 3. 20 November 2023 4. 20 November 2023												
f)	Place of the transaction	AIMX												

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