



4 December 2023

**GB GROUP PLC**  
("GBG" or the "Company")

**Notification and public disclosure of transactions by persons discharging managerial responsibilities ("PDMR")**

The Company announces that it received notification on Friday 1 December 2023 that David Ward, Chief Financial Officer, purchased 10,000 Ordinary shares of 2.5 pence each in GBG ("Ordinary Shares"). Following the purchase of shares David Ward has a beneficial holding of 97,000 Ordinary shares (which represents 0.04% of the issued share capital of the Company).

The information below (set out in accordance with the requirements of the Market Abuse Regulation) provides further detail:

1.	Details of the person discharging managerial responsibilities / person closely associated			
a.	Name	1. David Ward		
2.	Reason for the notification			
a.	Position/status	1. CFO (Chief Financial Officer)		
b.	Initial notification /Amendment	Initial notification		
3.	Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor			
a.	Name	GB Group plc		
b.	LEI	213800RBAFZIBC7XR29		
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 2.5 pence GB0006870611		
b.	Nature of the transaction	Purchase of Ordinary Shares		
c.	Price(s) and volume(s)		Price(p)	Volume
		1	230.7	10,000
d.	Aggregated information Aggregated volume Price		Price(p)	Volume
		1	230.7	10,000
e.	Date of the transaction	1 December 2023		
f.	Place of the transaction	London Stock Exchange (XLON); AIM		

- Ends-

For further information, please contact:

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