

11 December 2023

**Altitude Group plc**

("Altitude" or the "Group")

**Historic Related Party Transactions**

Altitude Group plc (AIM: ALT), the leading end-to-end solutions provider for branded merchandise, has historically included within its Annual Reports for the financial years ended 31 March 2021, 31 March 2022 and 31 March 2023, appropriate accounting disclosures relating to related party transactions.

In the case of related party transactions entered into between Altitude and Product Source Group ("PSG") during those periods, and in the current financial year to 8 December 2023 ("YTD24") (the "Historical PSG Transactions") PSG is deemed to be a related party for the purposes of Rule 13 of the AIM Rules for Companies ("AIM Rule 13") as it is majority owned by the wife of Martin Varley, NED and substantial shareholder of Altitude. Martin's wife is also a director of PSG. As such, the Historical PSG Transactions are required to be approved pursuant to AIM Rule 13.

All of the directors except for Martin Varley are deemed to be independent. Having consulted with the Company's nominated adviser, David Smith, Nikki Stella, Graham Feltham, Deborah Wilkinson and Peter Hallett consider that the terms of the Historical PSG Transactions, are fair and reasonable insofar as shareholders are concerned.

Further details are included below:

<b>Party</b>	<b>Services</b>	<b>Total Value of Services FY21</b>	<b>Total Value of Services FY22</b>	<b>Total Value of Services FY23</b>	<b>Total Value of Services YTD24</b>
PSG	Sale of promotional products services to PSG	£104,000	£82,466	£40,435	£18,523

**Enquiries:**

**Altitude Group plc**

Nichole Stella, Chief Executive Officer  
Graham Feltham, Chief Financial Officer

Via Zeus

**Zeus (Nominated Adviser & Broker)**

Dan Bate / David Foreman / James Edis (Investment Banking)  
Dominic King (Corporate Broking)

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