

24 April 2024

KEYSTONE LAW GROUP

Keystone Law Group Plc
('Keystone', the 'Group' or the 'Company')

Director / PDMR Shareholding

Keystone, the network and tech-enabled challenger law firm, has been informed that:

James Knight, Chief Executive, and William Robins, PDMR, sold 38,500 and 430,000 Ordinary Shares, respectively, in the capital of the Company. The transactions were completed today at a price of 651 pence per Ordinary Share.

Following these transactions, James Knight now holds 8,927,012 ordinary shares in the Company which represents 28.36% of its issued share capital and William Robins now holds 168,265 ordinary shares in the Company which represents 0.53% of its issued share capital.

Set out below are the notifications, made in accordance with the requirements of the Market Abuse Regulation.

PDMR DEALING NOTIFICATION TEMPLATE		
Notification and public disclosure of transactions by persons discharging managerial responsibilities and persons closely associated with them		
1	Details of the person discharging managerial responsibilities/person closely associated	
a)	Name	James Knight
2	Reason for the notification	
a)	Position/status	Chief Executive
b)	Initial notification /Amendment	Initial
3	Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor	
a)	Name	Keystone Law Group plc
b)	Legal Entity Identifier	213800RTARHELL51S215
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 £0.002 each in Keystone Law Group plc
	Identification code	GB00BZ020557
b 1)	Nature of the transaction	Sale of Ordinary Shares
c 1)	Price(s) and volume(s)	Price(s)
		Volume(s)
		£6.51
		38,500
b 2)	Nature of the transaction	
c 2)	Price(s) and volume(s)	Price(s)
		Volume(s)
d)	Aggregated information	Not applicable single transaction
	- Aggregated volume	

	- Price	
e)	Date of the transaction	24 April 2024
f)	Place of the transaction	London

PDMR DEALING NOTIFICATION TEMPLATE						
Notification and public disclosure of transactions by persons discharging managerial responsibilities and persons closely associated with them						
1	Details of the person discharging managerial responsibilities/person closely associated					
a)	Name	William Robins				
2	Reason for the notification					
a)	Position/status	PDMR				
b)	Initial notification /Amendment	Initial				
3	Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor					
a)	Name	Keystone Law Group plc				
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e)	Date of the transaction	24 April 2024				
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Notes to editors

Keystone (AIM: KEYS), is an award-winning, UK Top 100, law firm, providing conventional legal services in a £10bn addressable market through its scalable and unique model, with three defining characteristics:

1. Lawyers have freedom, flexibility and autonomy, and are paid up to 75% of what they bill.
2. Lawyers determine how, when and where they work, in contrast to the conventional law firm model.
3. Lawyers are provided full infrastructure and support via its central office team, bespoke user-friendly IT platform, and network of colleagues and events.

Keystone is a full-service law firm, with 20 service areas and more than 50 industry sectors delivered by over 400 high calibre self-employed Principal lawyers who work from their own offices.

In November 2020, Keystone was named Law Firm of the Year by The Lawyer, the first time a 'new' law firm has won the award.

More information about Keystone can be found at www.keystonelaw.co.uk.

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