

24 May 2024

**Tribal Group plc**  
("Tribal", the "Company" or the "Group")

**Director/PDMR Shareholding**

Tribal, a leading provider of software services to the international education market, announces that on 23 May 2024 there was an automatic exercise of 321,429 ordinary shares of 5 pence each in the Company under the Company LTIP Plan ("the Plan") by Mark Pickett. The options relate to grants made in 2020 and are subject to automatic exercise following the anniversary of the grant and the achievement of certain predefined performance conditions in 2020, 2021 and 2022.

On 24 May 2024 there was an automatic exercise of 178,667 ordinary shares of 5 pence each in the Company under the Plan by Chloe Payne.

Following the option exercises, the Company's enlarged issued share capital will comprise 213,079,175 ordinary shares of 5p each, with one voting right per share. The Company does not hold any shares in treasury and therefore the total number of Ordinary Shares with voting rights in the Company is 213,079,175. This figure may be used by shareholders in the Company as the denominator for the calculations by which they will determine if they are required to notify their interest in, or a change in their interest in, the share capital of the Company under the Disclosure and Transparency Rules of the UK Financial Conduct Authority.

1.	Details of the person discharging managerial responsibilities/person closely associated		
(a)	Names	A. Mark Pickett B. Chloe Payne	
2.	Reason for the notification		
(a)	Position/status	PMDR	
(b)	Initial notification/Amendment	Initial notification	
3.	Details of the issuer		
(a)	Name	Tribal Group plc	
(b)	LEI	213800Y8XLJFIXDY8J06	
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	Options over Ordinary Shares of £0.05 each	
(b)	Identification code of the Financial Instrument	GB0030181522	
(c)	Nature of the transaction	1. Exercise of Options	
(d)	Price(s) and volume(s)	Price(s)	Volume(s)
		1. Nil cost 2. Nil cost	1. 321,429 2. 178,667
(e)	Aggregated information - Aggregated volume - Price	1) Volume 321,429 Price N/A 2) Volume 178,667 Price N/A	
(f)	Date of the transaction	1) 23 MAY 2024 2) 24 MAY 2024	
(g)	Place of the transaction	1. Outside a trading venue 2. Outside a trading venue	

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Enquiries:

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**About Tribal Group plc**

Tribal Group plc is a pioneering world-leader of education software and services. Its portfolio includes Student Information Systems; a broad range of education services covering quality assurance, peer review, benchmarking and improvement; and student surveys that provide the leading global benchmarks for student experience. Working with Higher Education, Further and Tertiary Education, schools, Government and State bodies, training providers and employers, in over 55 countries; Tribal Group's mission is to empower the world of education with products and services that underpin student success.

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