

System1 Group

28 May 2024

System1 Group PLC (AIM: SYS1)
("System1", or "the Company", or "the Group")

Exercise of Options and Total Voting Rights

System1, the marketing decision-making platform www.system1group.com, announces that, following the exercise of share options by an option holder on 28 May 2024, it transferred 10,144 ordinary shares of 1 pence each ("**Ordinary Shares**") which were previously held in treasury, to the option holder.

Following the above, the Company now holds 537,700 Ordinary Shares as treasury shares and its total number of Ordinary Shares with voting rights is now 13,236,917, which may be used by shareholders as the denominator for the calculations by which they will determine if they are required to notify their interest in, or a change to their interest in, System1 Group PLC under the FCA's Disclosure Guidance and Transparency Rules.

Further information on the Company can be found at www.system1group.com

For further information, please contact:

System1 Group PLC

Tel: +44 (0)20 7043 1000

James Gregory, Chief Executive Officer

Chris Willford, Chief Financial Officer

Canaccord Genuity Limited (Nominated Adviser & Broker) Tel: +44 (0)20 7523 8000

Simon Bridges / Andrew Potts / Harry Rees

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