

6 June 2024

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

Director/PDMR Shareholding

Tribal, a leading provider of software and services to the international education management market, announces that on 5 June 2024 Mark Pickett sold 105,000 ordinary shares to cover tax related obligations. Following the transactions Mark Pickett has a beneficial interest in 1,480,156 ordinary shares, including those held by his wife.

1.	Details of the person discharging managerial responsibilities/person closely associated		
(a)	Names	Mark Pickett	
2.	Reason for the notification		
(a)	Position/status	PDMR	
(b)	Initial notification/ Amendment	Initial notification	
3.	Details of the issuer		
(a)	Name	Tribal Group plc	
(b)	LEI	213800Y8XLFIXDY8J06	
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	Ordinary Shares of £0.05 each	
(b)	Identification code of the Financial Instrument	GB0030181522	
(c)	Nature of the transaction	Disposal of shares	
(d)	Price(s) and volume(s)	Price(s)	Volume(s)
		£0.53794	105,000
(e)	Aggregated information - Aggregated volume - Price	Volume 105,000 Price £0.53794	
(f)	Date of the transaction	05 June 2024	
(g)	Place of the transaction	London Stock Exchange	

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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