

14 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 13th June 2024 the Company granted 1,766,193 nil cost options ("Options") over ordinary shares of 5 pence each in the Company ("Ordinary Shares"). The Options, representing approximately 0.1% of the Company's issued shares, were granted to Mark Pickett (Chief Executive Officer) and Diane McIntyre (Chief Financial Officer), under the terms of the Company's 2018 Long Term Incentive Plan.

The awards have been granted subject to performance conditions based on the Group's Key Performance Indicators (KPIs) over two and three years. The options will vest in equal parts over two and three years and may not be exercised before 13th June 2026 and 13th June 2027, respectively.

1.	Details of the person discharging managerial responsibilities/person closely associated		
(a)	Name	1) Mark Pickett 2) Diane McIntyre	
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	213800Y8XLJFXDY8J06	
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	Grant of options over Ordinary Shares	
(d)	Price(s) and volume(s)	Price(s)	Volume(s)
		1. Nil cost	1. 665,403 - 2 years; 443,602 - 3 years
		2. Nil cost	2. 394,313 - 2 years; 262,875 - 3 years
(e)	Aggregated information - Aggregated volume - Price	1) Volume 1,109,005 Price N/A 2) Volume 657,188 Price N/A	
(f)	Date of the transaction	13 th June 2024	
(g)	Place of the transaction	Outside a trading venue	

Enquiries:

Tribal Group plc

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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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