

20 June 2024

**ActiveOps Plc**  
(the "Company" or the "Group")  
**Director/PDMR Dealing**

ActiveOps plc (AIM: AOM), a leading provider of Decision Intelligence for service operations announces that it has been notified of the following transactions in ordinary shares in the Company undertaken by directors/persons discharging managerial responsibility (PDMR) as a result of their participation in the Company's all-employee Share Incentive Plan.

The notifications below are made in accordance with Article 19(3) of the Market Abuse Regulation:

1	Details of the person discharging managerial responsibilities / person closely associated						
a)	Name	1. Richard Jeffery					
2	Reason for the notification						
a)	Position/status	1. Chief Executive Officer					
b)	Initial notification /Amendment	Initial Notification.					
3	Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor						
a)	Name	ActiveOps plc					
b)	LEI	213800RHBFOK6YNI3B30					
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  Identification code	Ordinary shares of 0.01 pence each  ISIN Code: GB00BLH37Y17					
b)	Nature of the transaction	Acquisition of partnership shares through the Company's Share Incentive Plan					
c)	Price(s) and volume(s)	<table><tr><td>Price(s)</td><td>Volume(s)</td></tr><tr><td>1. £1.01</td><td>1. 148</td></tr></table>		Price(s)	Volume(s)	1. £1.01	1. 148
Price(s)	Volume(s)						
1. £1.01	1. 148						
d)	Aggregated information  - Aggregated volume  - Price	N/A					
e)	Date of the transaction	17 June 2024					
f)	Place of the transaction	London Stock Exchange					

For more information, please contact:

ActiveOps

Via Alma

Richard Jeffery, Chief Executive Officer

[www.activeops.com](http://www.activeops.com)

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Corporate Broking & PLC Advisory

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#### About ActiveOps

The Company's offerings provide predictive and prescriptive insight to help service operations make better decisions - faster. The Company's AI-powered SaaS solutions are underpinned by 15+ years of operational data and its AOM methodology that's proven to drive cross department decision-making.

With Decision Intelligence, ActiveOps' customers deliver MORE - release 20%+ capacity within the first 12 months and boost productivity by 30%+ leading to MORE business impact. Customer turnaround times are improved substantially, costs are reduced, SLAs are met, and employees are happier and more engaged.

The Company has over 170 employees, serving a global customer base of over 80 enterprise customers from offices in the UK, Ireland, USA, Australia, India and South Africa. The Group's customers are predominantly in the banking, insurance, healthcare administration and business process outsourcing (BPO) sectors, including Nationwide, TD Bank, Elevance and DXC Technology.

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