

01 July 2024

**GB GROUP PLC**  
("GBG" or the "Company")

**Notification and public disclosure of transactions by persons discharging managerial responsibilities ("PDMR")**

The Company announces that it received notification on Friday 28 June 2024 that Dev Dhiman, Chief Executive Officer, purchased 20,000 Ordinary shares of 2.5 pence each in GBG ("Ordinary Shares"). Following the purchase of shares Dev Dhiman has a beneficial holding of 20,000 Ordinary shares (which represents 0.01% of the issued share capital of the Company).

The information below (set out in accordance with the requirements of the Market Abuse Regulation) provides further detail:

1.	Details of the person discharging managerial responsibilities / person closely associated								
a.	Name	1. Dev Dhiman							
2.	Reason for the notification								
a.	Position/status	1. CEO (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	GB Group plc							
b.	LEI	213800RBAFZIBCV7XR29							
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 2.5 pence GB0006870611							
b.	Nature of the transaction	Purchase of Ordinary Shares							
c.	Price(s) and volume(s)	<table><tr><td></td><td>Price(p)</td><td>Volume</td></tr><tr><td>1</td><td>3.38</td><td>20,000</td></tr></table>			Price(p)	Volume	1	3.38	20,000
	Price(p)	Volume							
1	3.38	20,000							
d.	Aggregated information Aggregated volume Price	<table><tr><td></td><td>Price(p)</td><td>Volume</td></tr><tr><td>1</td><td>3.38</td><td>20,000</td></tr></table>			Price(p)	Volume	1	3.38	20,000
	Price(p)	Volume							
1	3.38	20,000							
e.	Date of the transaction	28 June 2024							
f.	Place of the transaction	London Stock Exchange (XLON); AIM							

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For further information, please contact:

**GB Group plc**  
Annabelle Burton, Company Secretary  
**Deutsche Numis (Nominated Adviser and Corporate Broker)**  
Simon Willis & Joshua Hughes

+44 (0) 1244 657333

+44 (0) 0207 260 1000

**Website**

[www.gbgplc.com/investors](http://www.gbgplc.com/investors)

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