



1 July 2024

**PCI-PAL PLC**

("PCI Pal", the "Company" or "the Group")

**Exercise of Options, Director/PDMR Shareholding  
& Total Voting Rights**

PCI-PAL PLC (AIM: PCIP), the global cloud provider of secure payment solutions for business communications, announces that it has been notified of an exercise of options ("Options") over ordinary shares of 1 pence each in the capital of the Company ("Ordinary Shares") by William Good, CFO of the Company, and the sale of Ordinary Shares by William Good.

**The transactions undertaken by William Good were:**

- Exercise of options over 300,000 Ordinary Shares (the "Option Shares") at an exercise price of 33p; and
- Sale of 300,000 Ordinary Shares at 63p.

Application has been made to the London Stock Exchange for the Option Shares to be admitted to trading on AIM ("Admission") and it is expected that Admission will be effective and dealings will commence in respect of the Option Shares at 8.00 a.m. on 8 July 2024.

Following Admission, William Good's beneficial holding remains unchanged with 630,000 Ordinary Shares held through his pension, and his wife holds 21,052 through her ISA. As a result, William Good together with his wife have, in aggregate, an interest over 651,032 shares representing 0.9% of the current share capital of the Company.

**Total Voting Rights**

Following Admission, the Company's issued share capital will consist of 72,584,818 Ordinary Shares. The Company holds 167,229 Ordinary Shares in Treasury. Therefore, on Admission, the total number of voting rights will be 72,417,589. This figure may be used by shareholders as the denominator for the calculation by which they may determine if they are required to notify their interest in, or change to their interest in, the Company under the FCA's Disclosure Guidance and Transparency Rules.

**For further information, please contact:**

**PCI-PAL PLC**

Simon Wilson - Chairman

James Barham - Chief Executive Officer

**Cavendish Capital Markets Limited** (Nominated Adviser and Broker)

Marc Milmo/Simon Hicks/Fergus Sullivan (Corporate Finance)

Sunila de Silva/Ondraya Swanson (Corporate Broking)

Via Walbrook PR

**Walbrook PR**

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**About PCI Pal:**

PCI Pal is a leading provider of Software-as-a-Service ("SaaS") solutions that empower companies to take payments from their customers securely, adhere to strict industry governance, and remove their business from the significant risks posed by non-compliance and data loss. Our products secure payments and data in any business communications environment including voice, chat, social, email, and contact centre. We are integrated to, and resold by, some of the worlds' leading business communications vendors, as well as major payment service providers.

The entirety of our product-base is available from our global cloud platform hosted in Amazon Web Services ("AWS"), with regional instances across EMEA, North America, and ANZ.

For more information visit [www.pcipal.com](http://www.pcipal.com) or follow the team on LinkedIn: <https://www.linkedin.com/company/pci-pal/>

**Notification and public disclosure of transactions by persons discharging managerial responsibilities and persons closely associated with them**

1.	Details of the person discharging managerial responsibilities/person closely associated								
a)	Name:	William Good							
2.	Reason for the notification								
a)	Position/status:	Chief Financial Officer							
b)	Initial notification/Amendment:	Initial notification							
3.	Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor								
a)	Name:	PCI PAL PLC							
b)	LEI:	213800TX34IQYMYES95							
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 1 pence each  ISIN Code: GB0009737155							
b)	Nature of the transaction:	a) Exercise of Options b) Sale of Ordinary Shares							
c)	Price(s) and volume(s):	<table><tr><th>Price(s)</th><th>Volume(s)</th></tr><tr><td>a) 33 pence</td><td>300,000</td></tr><tr><td>b) 63 pence</td><td>300,000</td></tr></table>	Price(s)	Volume(s)	a) 33 pence	300,000	b) 63 pence	300,000	
Price(s)	Volume(s)								
a) 33 pence	300,000								
b) 63 pence	300,000								
d)	Aggregated information: <ul style="list-style-type: none"><li>Aggregated volume:</li><li>Price:</li></ul>	See 4(c) above							
e)	Dates of the transactions:	1 July 2024							
f)	Place of the transaction:	Option Exercise: outside of a trading venue Sale: London Stock Exchange, AIM Market (XLON)							

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