

CPPGroup Plc ("CPP", "CPP Group" or the "Company")

Exercise of Options and Director Shareholdings

CPP Group (AIM: CPP) has been advised that on 3 July 2024, following an exercise of options over ordinary shares of £1 each in the Company ("Ordinary Shares") under the CPPGroup Plc Deferred Bonus Plan on 27 June 2024 (the "Option Exercises"), the following Directors sold the Ordinary Shares detailed below, at a price of £1.655 per share, to settle their respective personal tax liabilities arising on the Option Exercises.

Director	Position	Shares Sold	Total Resultant Interest in Ordinary Shares
Simon Pyper	Chief Executive Officer	51,686	Total beneficial interest in 102,030 Ordinary Shares, representing approximately 1.11% of the issued share capital of the Company
David Bowling	Chief Financial Officer	26,877	Total beneficial interest in 39,503 Ordinary Shares, representing approximately 0.43% of the issued share capital of the Company

Enquiries:

CPPGroup plc

Simon Pyper, Chief Executive Officer Tel: +44 (0)7917 795601

David Bowling, Chief Financial Officer

Panmure Liberum

(Nominated Adviser and Sole Broker) Tel: +44 (0)20 3100 2000

Richard Lindley

Will King

About CPP Group:

CPP Group is a technology-driven assistance company that creates embedded and ancillary real-time assistance products and resolution services that reduce disruption to everyday life for millions of people across the world, at the time and place they are needed, CPP Group is listed on AIM, operated by the London Stock Exchange.

For more information on CPP visit <https://corporate.cppgroup.com/>

1.	Details of the person discharging managerial responsibilities/person closely associated		
(a)	Name	(i) Simon Pyper (ii) David Bowling	
2.	Reason for the notification		
(a)	Position/status	(i) Chief Executive Officer (ii) Chief Financial Officer	
(b)	Initial notification/ Amendment	Initial notification	
3.	Details of the issuer		
(a)	Name	CPPGroup Plc	
(b)	LEI	213800FRDE79FTQI4X25	
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 £1 each	
(b)	Identification code of the Financial Instrument	GB00BMDX5Z93	
(c)	Nature of the transaction	Sale of shares	
(d)	Price(s) and volume(s)	Price(s)	Volume(s)
	Simon Pyper	£1.655	51,686
	David Bowling	£1.655	26,877
(e)	Aggregated information		
	- Aggregated volume	N/A	
	- Price	N/A	
(f)	Date of the transaction	3 July 2024	
(g)	Place of the transaction	London Stock Exchange	

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