



18 July 2024

System1 Group PLC (AIM: SYS1)
("System1", or "the Company", or "the Group")

Grant of Options

System1, the marketing decision-making platform www.system1group.com, announces that a conditional award of 30,109 ordinary shares of 1 pence each by way of nil cost options was made to Chief Executive Officer James Gregory today.

The share options are nil cost and will vest on 17 July 2026 subject to James Gregory's continued employment in the Company.

For further information, please contact:

System1 Group PLC

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James Gregory, Chief Executive Officer

Chris Willford, Chief Financial Officer

Canaccord Genuity Limited

Tel: +44 (0)20 7523 8000

Simon Bridges / Andrew Potts/Harry Rees

This announcement, including the notification below, is made in accordance with the requirements of the EU Market Abuse Regulation.

Notification of a Transaction pursuant to Article 19(1) of Regulation (EU) No. 596/2014

1.	Details of the Person discharging managerial responsibilities ("PDMR") / person closely associated with them ("PCA")		
a)	Name	James Gregory	
2.	Reason for the notification		
a)	Position / status	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	System1 Group PLC	
b)	Legal Entity Identifier	213800TDLR42C3Q9ZB74	
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 1 pence each GB00B1GVQH21	
b)	Nature of the transaction	Granting of deferred shares	
c)	Price(s) and volume(s)	Price(s)	Volume(s)
		Nil cost	30,109 shares
d)	Aggregated information - Aggregated volume	Not applicable	

	- Aggregated price - Aggregated total	
e)	Date of the transaction	17 July 2024
f)	Place of the transaction	Outside a trading venue

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