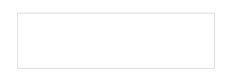
RNS Number: 8417W System1 Group PLC 18 July 2024



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 Tel: +44 (0)20 7043 1000

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 discharg closely associated with them (ing managerial responsibil "PCA")	ities ("PDMR") / person
a)	Name	James Gregory	
2.	Reason for the notification	L	
a)	Position / status	Chief Executive Officer	
b)	Initial notification / amendment	Initial notification	
3.	Details of the issuer, emission auctioneer or auction monitor	allowance market participa	ant, auction platform,
a)	Name	System1 Group PLC	
b)	Legal Entity Identifier	213800TDLR42C3Q9ZB74	
4.	Details of the transaction(s): se each type of transaction; (iii) e been conducted	ection to be repeated for (i) each date; and (iv) each pla	each type of instrument; (ii) ce where transactions have
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 priceAggregated total	
e)	Date of the transaction	17 July 2024
f)	Place of the transaction	Outside a trading venue

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