

1 August 2024

**Pulsar Group PLC**

("Pulsar Group", the "Company" or "the Group")

**Board Changes**

Pulsar Group Plc (AIM: PULS), the technology innovator delivering Software-as-a-Service ("SaaS") solutions for the global marketing and communications industries, announces that Max Royde has been appointed to the Board as a Non-Executive Director with immediate effect.

Max Royde is the managing partner and CEO of Kestrel Partners LLP, an investment management company specialising in business-critical software companies, which has a beneficial holding in Pulsar Group of 35,688,177 shares or 27.95% of the issued share capital of the Company.

**Christopher Satterthwaite, Non-Executive Chairman said:** *"On behalf of the Board and the entire Pulsar team, I am pleased to welcome Max Royde to our Board. Through Kestrel Partners he has been a long-term investor and supporter of Pulsar Group. Max has over 20 years' experience in the technology sector and brings a wealth of expertise in supporting business-critical software companies like Pulsar."*

**Additional information**

The following information is being disclosed pursuant to Rule 17 and paragraph (g) of Schedule 2 of the AIM Rules for Companies.

Matthew Max Edward Royde (52 years old) has been a director or partner of the following companies during the five years preceding the date of the announcement:

Current directorships and/or partnerships	Past directorships and/or partnerships
Charles Connell & Company (Holdings) Limited	Aferian plc
Elms Road Capital Limited	Kestrel Investment Partners LLP
Findlay Park Partners LLP	Ingenta plc
IQGeo Group plc	Tialis Essential IT PLC
Kestrel Partners LLP	
Team Internet Group PLC	
Track Record Holdings Limited	
Trailight Ltd.	

On 10 October 2000, Max Royde was appointed as a director of Hotel Buyer Limited and subsequently resigned as a director on 10 May 2005. On 31 May 2005, the company passed an extraordinary resolution to put the company into members' voluntary liquidation. The company was dissolved on 26 January 2008.

Save as set out above there are no further disclosures required pursuant to Rule 17 or Schedule Two, paragraph (g) of the AIM Rules for Companies.

**For further information, please contact:**

**Pulsar Group PLC**

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