

1 August 2024

**Transense Technologies plc**  
("Transense" or the "Company")

**Director/PDMR shareholding - acquisition of shares**

Transense Technologies plc (AIM: TRT), the provider of specialist sensor technology and measurement systems, has been notified that on 31 July 2024, Melvyn Segal, Chief Financial Officer, purchased 4,761 ordinary shares of 10 pence each in the Company ("Ordinary Shares") at a price of 147 pence per share. Accordingly, Melvyn Segal's total beneficial shareholding in the Company has increased to 73,529 Ordinary Shares, which represents approximately 0.48% of the Company's current voting rights.

Further details are provided in the form below in accordance with the requirements of the UK Market Abuse Regulation.

For further information please visit <https://www.transense.com> or contact:

**Transense Technologies plc**  
Nigel Rogers (Executive Chairman)  
Melvyn Segal (Chief Financial Officer)

Via Walbrook PR

**Allenby Capital (Nominated Adviser and Broker)**  
Jeremy Porter/George Payne (Corporate Finance)  
Stefano Aquilino/Tony Quirke (Sales and Corporate Broking)

Tel: +44 (0)20 3328 5656

**Walbrook PR**  
Tom Cooper/Nick Rome/Joesph Walker

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[Transense@walbrookpr.com](mailto:Transense@walbrookpr.com)

**Notes to Editors:**

Transense is a developer of specialist sensor technology and measurement systems. The Company has two active business divisions:

- Translogik a range of smart, connected tyre inspection and management equipment, used by leading tyre manufacturers, dealers and fleet operators to reduce costs and improve safety; and
- SAWsense, developing Surface Acoustic Wave (SAW) sensor technology, to improve performance, reliability and efficiency in focus markets of aerospace, automotive, robotics and industrial machinery.

In addition, the Company earns residual royalty income from Bridgestone iTrack (new branding name for iTrack), a tyre condition and performance monitoring system, that was developed by Translogik and subsequently licensed to Bridgestone Corporation for a ten-year period in 2020, expiring in 2030.

The Group's strategy is to maximise shareholder value through the delivery of sustained revenue growth from its business divisions by leveraging excellence in innovation and know-how to commercialise technologies through industry partnerships and exposure to global growth markets.

Transense is headquartered in Oxfordshire, UK, and was admitted to trading on AIM, a market operated by the London Stock Exchange (AIM: TRT), in 1999. [www.transense.com](http://www.transense.com)

**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	Melvyn Segal
2	Reason for the notification	
a)	Position/status	Chief Financial Officer
b)	Initial notification /Amendment	Initial
3	Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor	
a)	Name	Transense Technologies plc
b)	LEI	2138005N52J6KKQ3EY67
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 10 pence each  GB00BDHDT21
b)	Nature of the transaction	Purchase of Ordinary Shares
c)	Price and volume	Price: 147 pence per share Volume: 4,761
d)	Aggregated information - Aggregated volume - Price	As above
e)	Date of the transaction	31 July 2024
f)	Place of the transaction	London Stock Exchange, AIM

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