

5 August 2024

Acuity RM Group PLC
("Acuity" or the "Company")

Director/PDMR Shareholdings

Acuity (AIM: ACRM) announces that two directors have made transfers of their shareholdings within their family or within their accounts. There has been no change in beneficial ownership.

Nick Clark and family

On 2 August 2024, Nick Clark's spouse, Siobhan Robinson, sold 780,000 Ordinary Shares in her Dealing Account and immediately thereafter purchased 780,000 Ordinary Shares in her SSAS at a price of 3.1 pence per share.

Following these transactions, the combined beneficial shareholding of Nick Clark and his persons closely associated remains unchanged at 8,936,000 Ordinary Shares, representing 6.0% of the Company's voting share capital.

Angus Forrest

On 5 August 2024, Angus Forrest transferred 503,400 Ordinary Shares into his ISA at a price of 3.1 pence per share. Following this transaction the combined beneficial shareholding of Angus Forrest remains unchanged at 5,425,841 Ordinary shares, representing 3.6% of the Company's voting share capital.

For further information:

Acuity RM Group plc	020 3582 0566
Angus Forrest, Chairman	https://www.acuityrmgroup.com
Zeus Capital (NOMAD & Joint Broker)	https://www.zeuscapital.co.uk
Mike Coe / Sarah Mather	020 7220 1666

Peterhouse Capital Limited (Joint Broker)	
Lucy Williams / Duncan Vasey	020 7469 0936
Clear Capital Markets Limited (Joint Broker)	020 3869 608
Andrew Blaylock	

1	Details of the person discharging managerial responsibilities / person closely associated	
a)	Name	Siobhan Adele Robinson
2	Reason for the notification	
a)	Position/status	PCA (Spouse of Nick Clark)
b)	Initial notification /Amendment	Initial Notification
3	Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor	
a)	Name	Acuity RM Group plc
b)	LEI	213800JHJFKALDJA5X97
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 0.1p each GB00BR0WHY71												
b)	Nature of the transaction	Sale from personal holding and purchase to SSAS												
c)	Price(s) and volume(s)	<table><tr><td>Type</td><td>Date</td><td>Price(s)</td><td>Volume(s)</td></tr><tr><td>Sale</td><td>2 August 2024</td><td>3.1p</td><td>780,000</td></tr><tr><td>Purchase by SSAS</td><td>2 August 2024</td><td>3.1p</td><td>780,000</td></tr></table>	Type	Date	Price(s)	Volume(s)	Sale	2 August 2024	3.1p	780,000	Purchase by SSAS	2 August 2024	3.1p	780,000
Type	Date	Price(s)	Volume(s)											
Sale	2 August 2024	3.1p	780,000											
Purchase by SSAS	2 August 2024	3.1p	780,000											
d)	Aggregated information - Aggregated volume Sales Purchase - Price Sales Purchase	 780,000 780,000 £24,180 £24,180												
e)	Date of the transaction	2 August 2024												
f)	Place of the transaction	London Stock Exchange, AIM												

1	Details of the person discharging managerial responsibilities / person closely associated	
a)	Name	Angus Forrest
2	Reason for the notification - Transfer from personal holding to ISA	
a)	Position/status	Executive Chairman
b)	Initial notification /Amendment	Initial Notification
3	Details of the issuer, emission allowance market participant, auction platform,	

	auctioneer or auction monitor															
a)	Name	Acuity RM Group plc														
b)	LEI	213800JHJFKALDJA5X97														
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Transfer from	5 August 2024	3.1p	503,400													
Transfer to ISA	5 August 2024	3.1p	503,400													
d)	Aggregated information - Aggregated volume Sales Purchase - Price Sales Purchase	503,400 503,400 £15,605 £15,605														
e)	Date of the transaction	5 August 2024														
f)	Place of the transaction	London Stock Exchange, AIM														