

15 August 2024

ActiveOps plc
("ActiveOps", the "Company" or the "Group")
Grant of Options

ActiveOps plc (AIM: AOM), a leading provider of Decision Intelligence for service operations, announces that on 13 August 2024 it granted 1,090,589 options over ordinary shares under the Group's Performance Share Plan ("PSP"). These are conditional performance related options and include an award to Emma Salthouse, Chief Financial Officer and James Bawa, Group Managing Director, as below.

Director / PDMR	No. of Options
Emma Salthouse, CFO	56,198
James Bawa, Group Managing Director (PDMR)	206,612

The Options will vest on the third anniversary of the grant, at an exercise price of 0.1 pence per share, subject to the achievement of performance criteria related to recurring revenue growth and overall revenue growth and the individual to whom the grant was made remaining in employment with the Group on that date.

The notifications below are made in accordance with the requirements of the UK Market Abuse Regulation:

1	Details of the person discharging managerial responsibilities / person closely associated								
a)	Name	1. Emma Salthouse 2. James Bawa							
2	Reason for the notification								
a)	Position/status	1. Chief Financial Officer 2. Group Managing Director							
b)	Initial notification /Amendment	Initial Notification.							
3	Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor								
a)	Name	ActiveOps plc							
b)	LEI	213800RHBFOK6YNI3B30							
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 0.1 pence each ISIN Code: GB00BLH37Y17							
b)	Nature of the transaction	Grant of options over ordinary shares of 0.1 pence each							
c)	Price(s) and volume(s)	<table><tr><th>Price(s)</th><th>Volume(s)</th></tr><tr><td>1. 0.1p</td><td>1. 56,198</td></tr><tr><td>2. 0.1p</td><td>2. 206,612</td></tr></table>		Price(s)	Volume(s)	1. 0.1p	1. 56,198	2. 0.1p	2. 206,612
Price(s)	Volume(s)								
1. 0.1p	1. 56,198								
2. 0.1p	2. 206,612								
d)	Aggregated information - Aggregated volume - Price	N/A							
e)	Date of the transaction	13 August 2024							
f)	Place of the transaction	Outside a trading venue							

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For more information, please contact:

ActiveOps

Richard Jeffery, Chief Executive Officer
Emma Salthouse, Chief Financial Officer

Via Alma

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About ActiveOps

The Company's offerings provide predictive and prescriptive insight to help service operations make better decisions - faster. The Company's AI-powered SaaS solutions are underpinned by 15+ years of operational data and its AOM methodology that's proven to drive cross department decision-making.

With Decision Intelligence, ActiveOps' customers deliver MORE - release 20%+ capacity within the first 12 months and boost productivity by 30%+ leading to MORE business impact. Customer turnaround times are improved substantially, costs are reduced, SLAs are met, and employees are happier and more engaged.

The Company has over 170 employees, serving a global customer base of over 80 enterprise customers from offices in the UK, Ireland, USA, Canada, Australia, India and South Africa. The Group's customers are predominantly in the banking, insurance, healthcare administration and business process outsourcing (BPO) sectors, including Nationwide, TD Bank, Elevance and DXC Technology.

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