

20 September 2024

Tribal Group plc
("Tribal", the "Company" or the "Group")

Director/PDMR Shareholding

Tribal, a leading provider of software and services to the international education management market, announces that on 18 September 2024 Mark Pickett exercised 157,959 ordinary shares and Diane McIntyre exercised 117,006 ordinary shares of 5 pence each under the Company LTIP Plan.

Following the option exercise, the Company's enlarged issued share capital will comprise 213,854,140 ordinary shares of 5p each, with one voting right per share. The Company does not hold any shares in treasury and therefore the total number of Ordinary Shares with voting rights in the Company is 213,854,140. This figure may be used by shareholders in the Company as the denominator for the calculations by which they will determine if they are required to notify their interest in, or a change in their interest in, the share capital of the Company under the Disclosure and Transparency Rules of the UK Financial Conduct Authority.

1.	Details of the person discharging managerial responsibilities/person closely associated		
(a)	Names	A. Mark Pickett B. Diane McIntyre	
2.	Reason for the notification		
(a)	Position/status	PMDR	
(b)	Initial notification/ Amendment	Initial notification	
3.	Details of the issuer		
(a)	Name	Tribal Group plc	
(b)	LEI	213800Y8XLJFIXDY8J06	
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	Ordinary Shares of £0.05 each	
(b)	Identification code of the Financial Instrument	GB0030181522	
(c)	Nature of the transaction	Exercise of options	
(d)	Price(s) and volume(s)	Price(s)	Volume(s)
		A. £nil cost	157,959
		B. Nil cost	117,006
(e)	Aggregated information - Aggregated volume - Price	Volume 157,959 Price n/a Volume 117,006 Price n/a	
(f)	Date of the transaction	18 September 2024	
(g)	Place of the transaction	London Stock Exchange	

Enquiries:

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About Tribal Group plc

Tribal Group plc is a pioneering world-leader of education software and services. Its portfolio includes Student Information Systems; a broad range of education services covering quality assurance, peer review, benchmarking and improvement; and student surveys that provide the leading global benchmarks for student experience. Working with Higher Education, Further and Tertiary Education, schools, Government and State bodies, training providers and employers, in over 55 countries; Tribal Group's mission is to empower the world of education with products and services that underpin student success.

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