

23 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 further to its announcement of 20 September 2024 detailing option exercises under the Company LTIP plan, on 20 September 2024 Mark Pickett, CEO, sold 66,000 ordinary shares of 5 pence each ("Ordinary Shares") to cover tax related obligations and Diane McIntyre, CFO, sold 49,000 Ordinary Shares to cover tax related obligations. Following these transactions, Mark Pickett has a beneficial interest in 1,572,115 Ordinary Shares, including those held by his wife, and Diane McIntyre has a beneficial interest in 68,006 Ordinary Shares.

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	PDMR	
(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	Sale of Ordinary Shares	
(d)	Price(s) and volume(s)	Price(s)	Volume(s)
		A. £0.477304	66,000
		B. £0.477304	49,000
(e)	Aggregated information - Aggregated volume - Price	A: Volume 66,000 Price £0.47704 B: Volume 49,000 Price £0.47704	
(f)	Date of the transaction	20 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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