

30 September 2024

Pulsar Group plc ("the Company")

Directors' Dealings

Pulsar Group plc (AIM: PULS) received notification on 30 September 2024 from Kestrel Partners LLP ("Kestrel") that on 27 September 2024 Kestrel purchased, on behalf of its discretionary client accounts, an aggregate of 95,659 ordinary shares of 5 pence each ("Ordinary Shares") in the Company at an average price of £0.6109 per Ordinary Share.

Mr Royde is a partner of, and holds a beneficial interest in, Kestrel. Mr Royde is also a shareholder in Kestrel Opportunities and is therefore deemed to have a beneficial interest in Kestrel Opportunities' entire legal holding in the Company.

Following this transaction, Kestrel Opportunities holds (and consequently Mr Royde is deemed to have a beneficial interest in) 18,085,921 Ordinary Shares in the Company, and other clients of Kestrel, in which Mr Royde has no beneficial interest hold 17,697,915 Ordinary Shares in the Company.

On a combined basis, Kestrel indirectly holds voting rights over 35,783,836 Ordinary Shares in the Company, which represents 28.02 per cent of the total voting rights in the Company.

Kestrel's interest in the Ordinary Shares in the Company is held through the following nominees:

| Holding type | Nominee | No. of Ordinary shares | % of total voting rights |
|--------------|-------------------------------|------------------------|--------------------------|
| Indirect | Bank of New York Nominees Ltd | 18,085,921 | 14.16% |
| Indirect | JIMNominees Limited | 2,385,250 | 1.87% |
| Indirect | Bank of New York Nominees Ltd | 9,423,817 | 7.38% |
| Indirect | Northern Trust Company AVFC | 5,888,848 | 4.61% |

For further information contact:

Pulsar Group plc 020 3426 4070
Joanna Arnold (CEO)
Mark Fautley (CFO)

Cavendish Capital Markets Limited (Nominated Adviser and Broker) 020 7220 0500
Corporate Finance:
Marc Milmo / Fergus Sullivan

Corporate Broking
Sunila de Silva

ANNEX

The Notification of Dealing Forms set out below are provided in accordance with the requirements of the EU Market Abuse Regulation.

| | | |
|----|---|--|
| 1 | Details of the person discharging managerial responsibilities / person closely associated | |
| a) | Name | Kestrel Partners LLP |
| 2 | Reason for the notification | |
| a) | Position/status | PCA - Max Royde (non-executive director) |
| b) | Initial notification | Initial |

| | | | | | | | | | | | | | | |
|-------------------|---|---|-------------------|--|----------|-----------|--------|---------------|-------------------|--|----------|-----------|--------|---------------|
| 2) | Initial Notification /Amendment | Initial | | | | | | | | | | | | |
| 3 | Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor | | | | | | | | | | | | | |
| a) | Name | Pulsar Group plc | | | | | | | | | | | | |
| b) | LEI | 213800PPZ4ZM8OMHGT41 | | | | | | | | | | | | |
| 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 5 pence each ("Ordinary Shares") ISIN: GB00BGQVB052 | | | | | | | | | | | | |
| b) | Nature of the transaction | Purchase of Ordinary Shares | | | | | | | | | | | | |
| c) | Price(s) and volume(s) | <table><tr><td colspan="2">27 September 2024</td></tr><tr><td>Price(s)</td><td>Volume(s)</td></tr><tr><td>0.6012</td><td>50,000 shares</td></tr><tr><td colspan="2">27 September 2024</td></tr><tr><td>Price(s)</td><td>Volume(s)</td></tr><tr><td>0.6203</td><td>45,659 shares</td></tr></table> | 27 September 2024 | | Price(s) | Volume(s) | 0.6012 | 50,000 shares | 27 September 2024 | | Price(s) | Volume(s) | 0.6203 | 45,659 shares |
| 27 September 2024 | | | | | | | | | | | | | | |
| Price(s) | Volume(s) | | | | | | | | | | | | | |
| 0.6012 | 50,000 shares | | | | | | | | | | | | | |
| 27 September 2024 | | | | | | | | | | | | | | |
| Price(s) | Volume(s) | | | | | | | | | | | | | |
| 0.6203 | 45,659 shares | | | | | | | | | | | | | |
| d) | Aggregated information - Aggregated volume - Price | Purchase total 95,659 shares at an average price of GBP 0.6109. | | | | | | | | | | | | |
| e) | Date of the transaction | 27 September 2024 | | | | | | | | | | | | |
| f) | Place of the transaction | London Stock Exchange, AIM Market (XLON) | | | | | | | | | | | | |

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