

7 October 2024

Pulsar Group plc ("the Company")

Directors' Dealings

Pulsar Group plc (AIM: PULS) received notification on 4 October 2024 from Kestrel Partners LLP ("Kestrel") that on 4 October 2024 Kestrel purchased, on behalf of its discretionary client accounts, an aggregate of 73,409 ordinary shares of 5 pence each ("Ordinary Shares") in the Company at an average price of £0.5757 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 17,771,324 Ordinary Shares in the Company.

On a combined basis, Kestrel indirectly holds voting rights over 35,857,245 Ordinary Shares in the Company, which represents 28.08 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	9,497,226	7.44%
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 Malmo / 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

	/Amendment		
3	Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor		
a)	Name	Pulsar Group plc	
b)	LEI	213800PPZ4ZM80MHGT41	
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)	4 October 2024	
		Price(s)	Volume(s)
		0.5890	38,409 shares
		4 October 2024	
		Price(s)	Volume(s)
		0.5611	35,000 shares
d)	Aggregated information - Aggregated volume - Price	Purchase total 73,409 shares at an average price of GBP 0.5757.	
e)	Date of the transaction	4 October 2024	
f)	Place of the transaction	London Stock Exchange, AIM Market (XLON)	

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