

11 October 2024

THE PEBBLE GROUP PLC

(the "Company")

AIM: PEBB, OTCQX: PEBBF

**Grant of Options under 2024 Sharesave Plan
and
Notification of transactions by PDMRs**

The Pebble Group, a leading provider of digital commerce, products and related services to the global promotional products industry, announces that on 11 October 2024 the Company granted options to employees under its Sharesave Plan and its sub-plan, the International Sharesave Plan (together the "Sharesave Plan").

All employees of the Company and its subsidiaries based in the UK, US and Canada (including executive directors) as at 17 September 2024 (the "Eligible Employees") were invited to participate in the Sharesave Plan.

Eligible Employees were invited to subscribe for options over the Company's Ordinary Shares of 1 pence each ("Shares") with an exercise price of 45 pence per Share ("Options"). This represents a 20% discount to the closing market price of 56 pence per Share on 16 September 2024, being the trading day before the invitation for Eligible Employees to participate was made. The Options are exercisable at the end of a three year savings period.

A total of 72 people elected to participate in the Sharesave Plan representing approx. 17% of total Eligible Employees. Including and pursuant to these elections, options over a total of 1,322,186 Shares have been granted representing 0.8% of the Company's current issued share capital.

Transactions by PDMRs

Sharesave

The following Persons Discharging Managerial Responsibilities ("PDMR") have cancelled their participation in the Sharesave Plan 2021 and participated in the Sharesave Plan 2024, and are included in the total figures above:

PDMR	Title	Number of shares cancelled under 2021 Option	Number of shares granted subject to 2024 Option
Christopher Lee	Chief Executive Officer	14,754	41,222
Claire Thomson	Chief Financial Officer	14,754	41,222
Karl Whiteside	Group MD, Brand Addition	5,324	15,203

Following the Sharesave Plan grants to Eligible Employees including PDMRs, the Company will have total options outstanding over 6,984,515 Shares, representing 4.2% of the Company's issued share capital.

The notifications below, provided in accordance with the requirements of the UK Market Abuse Regulation, provide further details.

Enquiries

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The information set out below is provided in accordance with the requirements of Regulation 19(3) of the EU Market Abuse Regulation No 596/2014 as it forms part of UK domestic law by virtue of the European Union (Withdrawal) Act 2018:

1	Details of the person discharging managerial responsibilities/person closely associated	
(a)	Name	1. Christopher Lee 2. Claire Thomson 3. Karl Whiteside
2	Reason for the notification	
(a)	Position/status	1. Chief Executive Officer

		2. Chief Financial Officer 3. Group MD, Brand Addition												
(b)	Initial notification/Amendment	Initial notification												
3	Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor													
(a)	Name	The Pebble Group plc												
(b)	LEI	213800LZUQAYBHDEQY04												
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 1 pence each ISIN GB00BK71XP16 PEBB.L												
(b)	Nature of the transaction	Cancellation of options under SAYE 2021 3 - year savings plan												
(c)	Price(s) and volume(s)	<table border="1"> <thead> <tr> <th></th> <th>Price(s)</th> <th>Volume(s)</th> </tr> </thead> <tbody> <tr> <td>1</td> <td>NIL</td> <td>14,754</td> </tr> <tr> <td>2</td> <td>NIL</td> <td>14,754</td> </tr> <tr> <td>3</td> <td>NIL</td> <td>5,324</td> </tr> </tbody> </table>		Price(s)	Volume(s)	1	NIL	14,754	2	NIL	14,754	3	NIL	5,324
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1	NIL	14,754												
2	NIL	14,754												
3	NIL	5,324												
(d)	Aggregated information - Aggregated volume - Price	N/A												
(e)	Date of the transaction	11 October 2024												
(f)	Place of the transaction	Outside a trading venue												

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(b)	Nature of the transaction	Grant of options under SAYE 2024												
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