

25 October 2024

Pebble Beach Systems Group plc

(the "Company" or the "Group")

Director/PDMR Shareholding

Pebble Beach Systems Group plc (AIM: "PEB", "Pebble" or the "Group"), a leading global software business specialising in playout automation and content management solutions for the broadcast and streaming service markets, announces that it received notification from Chris Errington, Non-Executive Director, that Kestrel Partners LLP ("Kestrel") sold, on behalf of discretionary clients, 5,500,000 ordinary shares of 2.5p each ("Shares") on 24 October 2024.

Mr. Errington is a partner of, and holds a beneficial interest in, Kestrel. Mr. Errington is also a shareholder in one of Kestrel's clients ("Kestrel Opportunities") and is therefore deemed to have a beneficial interest in Kestrel Opportunities' entire legal holding in Pebble.

Following this notification, Kestrel Opportunities continues to hold (and consequently Mr. Errington is deemed to have a beneficial interest in) 14,696,625 Shares, and other clients of Kestrel, in which Mr. Errington has no beneficial interest now hold 16,888,904 Shares. Following these transfers, on a combined basis, Kestrel indirectly holds voting rights over 31,585,529 Shares in Pebble, which represents 25.35% per cent of Pebble's issued share capital.

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

Holding type	Nominee	No. of shares	% of issued share capital
Indirect	Bank of New York Nominees Ltd	14,696,625	11.79%
Indirect	JIMNominees Limited	226,977	0.18%
Indirect	Bank of New York Nominees Ltd	16,661,927	13.38%

For further information contact:

For further information please contact:

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Cavendish Capital Markets Limited (Nominated Adviser and Broker) +44 (0) 207 220 0500

Marc Milmo / Teddy Whiley - Corporate Finance

Tim Redfern/Sunila de Silva - ECM

ANNEX

Template for notification and public disclosure of transactions by persons discharging managerial responsibilities and persons closely associated with them

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 - Christopher Errington (non-executive director)
b)	Initial notification /Amendment	Initial
3	Details of the issuer, emission allowance market participant, auction platform,	

		auctioneer or auction monitor						
a)	Name	Pebble Beach Systems Group plc						
b)	LEI	2138006Q5EZTDJMI8M38						
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 2.5 pence each ("Ordinary Shares") ISIN: GB0001482891						
b)	Nature of the transaction	Purchase of Ordinary Shares.						
c)	Price(s) and volume(s)	<table border="1"> <tr> <td colspan="2">24 October 2024</td> </tr> <tr> <td>Price(s)</td> <td>Volume(s)</td> </tr> <tr> <td>£0.095</td> <td>5,500,000</td> </tr> </table>	24 October 2024		Price(s)	Volume(s)	£0.095	5,500,000
24 October 2024								
Price(s)	Volume(s)							
£0.095	5,500,000							
d)	Aggregated information	As above.						
e)	Date of the transaction	24/10/2024						
f)	Place of the transaction	London Stock Exchange, AIM Market (XLON)						

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