

Celebrus Technologies plc

Exercise of Share Options and Director Dealing Transfer of Treasury Shares and TVR

Celebrus Technologies plc (AIM: CLBS, "the Group", "Celebrus"), the AIM-listed data solutions provider, announces the transfer from treasury of 377,325 ordinary shares of 2p each ("Ordinary Shares") pursuant to the exercise of employee share options ("Share Options") and the subsequent acquisition by the Company of 70,000 of such Ordinary Shares back into Treasury at a price of 275 pence per share on 28 October 2024.

Director Dealing

Bill Bruno and Ash Mehta have participated in the above exercise of Share Options, exercising 153,721 and 73,883 Share Options, respectively held under the terms of the Celebrus Technologies plc Long-Term Investment Plan. Following the exercises they have both sold sufficient Ordinary Shares to cover their tax liabilities, being 67,040 and 34,383 Ordinary Shares respectively. Following the above transactions Bill Bruno holds 153,681 Ordinary Shares, representing 0.39 per cent. of the Company's total voting rights, and Ash Mehta holds 120,070 Ordinary Shares, representing 0.30 per cent. of the Company's total voting rights. The option exercise price was £0.02 per share with shares sold at 275p per share. Further details are set out below.

Total Voting Rights

Following the above transaction the Company advises that its issued share capital stands at 40,431,453 Ordinary Shares, with 685,884 Ordinary Shares held in treasury. Consequently, the total voting rights of the Company is 39,745,569.

The above voting rights figure of 39,745,569 may be used by shareholders as the denominator for the calculations by which they determine if they are required to notify their interest in, or a change to their interest in, the Company under the FCA's Disclosure Guidance and Transparency Rules.

Enquiries

Celebrus Technologies plc

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About Celebrus Technologies plc

As a disruptive data technology platform, Celebrus is focused on improving the relationships between brands and consumers via better data. Celebrus redefines what digital identity verification means to power both next-level marketing and fraud prevention use cases. Deployed across 30+ countries throughout the financial services, healthcare, retail, travel, and telecommunications sectors, Celebrus automatically captures, contextualises, and activates consumer behavioral data in live-time across all digital channels. Through the addition of behavioral biometrics and AI, Celebrus empowers brands to detect and prevent fraud before it occurs. To ensure that brands can begin to improve those relationships quickly, Celebrus Cloud activates the Celebrus platform efficiently for brands in a single-tenant, private cloud capacity.

The Group has offices in the UK, USA, and India with key talent in all markets to drive the growth of the business. Celebrus is fully compliant with all major data privacy regulations and the Group is accredited to ISO27001: Information Security Management.

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	1. Bill Bruno 2. Ash Mehta
2	Reason for the notification	

a)	Position/status	1. Chief Executive Officer 2. Chief Financial Officer
b)	Initial notification /Amendment	Initial notification
3	Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor	
a)	Name	Celebrus Technologies plc
b)	LEI	213800HP3XUS3KTGWT63
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 pence each ISIN: GB0001351955
b)	Nature of the transaction	Exercise of Share Options and Sale of Ordinary Shares
c)	Price(s) and volume(s)	Exercise of Share Options: 1. Bill Bruno: 153,721 Ordinary Shares at £0.02 each 2. Ash Mehta: 73,883 Ordinary Shares at £0.02 each Sale of Ordinary Share: 1. Bill Bruno: 67,040 Ordinary Shares at 275 pence each 2. Ash Mehta: 34,383 Ordinary Shares at 275 pence each
d)	Aggregated information - Aggregated volume - Price	Aggregate Option Exercise Volume: 227,604 Average Option Exercise Price: £0.02 Aggregate Sales Volume: 101,423 Average Sales Price: 275p
e)	Date of the transaction	Option exercise: 28/10/2024 Share sale: 28/10/2024
f)	Place of the transaction	Option exercise: outside a trading venue Share Sale: London Stock Exchange, AIM

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