

11 November 2024

**Software Circle plc**  
("Software Circle", the "Group" or "Company")  
**Director/PDMR Shareholding**

Software Circle (AIM: GRA) has been notified that Maxigendance Limited, an entity controlled by Matthias Riechert, Chairman and person discharging managerial responsibilities ("PDMR"), has purchased 110,633 Ordinary Shares at a price of 24.4 pence per share.

Following the above purchase, Mr Riechert now has a total beneficial interest in 2,723,573 Ordinary Shares, equivalent to 0.70% per cent. of the Company's issued share capital.

The FCA notification, made in accordance with the requirements of the UK Market Abuse Regulation, is appended further below.

**For further information:**

**Software Circle plc**  
Gavin Cockerill (CEO) 07968 510 662

**Allenby Capital Limited** (Nominated Adviser and broker)  
David Hart / Piers Shimwell (Corporate Finance)  
Stefano Aquilino / Joscelin Pinnington (Sales and Corporate Broking)

Notes to editors:

Software Circle plc is a UK based acquirer of vertical market software businesses. Our aim is to help founders find the right exit strategy, without fuss or drama. Continuing operations in an independent, decentralised way. Keeping the entrepreneurial spirit and culture that exists in the businesses we acquire. Providing a permanent home for their teams, management talent and culture.

**Notification and public disclosure of transactions by persons discharging managerial responsibilities and persons closely associated with them.**

1.	<b>Details of the person discharging managerial responsibilities / person closely associated</b>	
a)	Name	Maxigendance Limited
2.	<b>Reason for the Notification</b>	
a)	Position/status	Person closely associated with Matthias Riechert (PDMR)
b)	Initial notification/Amendment	Initial Notification
3.	<b>Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor</b>	
a)	Name	Software Circle plc
b)	LEI	213800OKT12518K5KM22
4.	<b>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</b>	
a)	Description of the Financial instrument, type of instrument	Ordinary shares of 1p each
	Identification code	ISIN: GB0009638130
b)	Nature of the transaction	Purchase of Ordinary shares
b)	Price(s) and volume(s)	Price(s) Volume(s)
		24.4p 110,633

d)	Aggregated information:  - Aggregated volume  - Price	110,633  24.4p
e)	Date of the transaction	4 November 2024
f)	Place of the transaction	London Stock Exchange, AIM. Identification code - XLON

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