

15 November 2024

Advanced Medical Solutions Group plc
("AMS", the "Company" or the "Group")

Director/PDMR Shareholding

Winsford, UK: Advanced Medical Solutions Group plc (AIM: AMS), the world-leading specialist in tissue-healing technologies, announces the following Director share transactions.

As part of the Share Incentive Plan ("SIP"), previously referred to as the Deferred Share Bonus Plan ("DSB"), Executive Directors and employees can sacrifice part of their annual bonus and/or salary in the SIP, which for every share purchased on behalf of the employee they receive matching shares which are deferred for a minimum of three years. Chris Meredith (CEO) and Eddie Johnson (CFO) have elected to sell certain existing shares to use the proceeds to re-invest in the SIP.

The Company was notified on 11 November 2024 that following his decision to participate Chris Meredith, who is a Director and PDMR, executed the sale 29,199 Ordinary Shares of 5p from the existing SIP on 11 November 2024 at a share price of 218.37p per Ordinary Share. The proceeds from the sale of the shares were used to purchase shares in the SIP, as detailed below.

The Company was further notified on 11 November 2024 that following his decision to participate Eddie Johnson, who is a Director and PDMR, executed the exercise of 34,235 options from the existing Long Term Incentive Plan ("LTIP") and subsequently sold 34,235 Ordinary Shares of 5p each on 11 November 2024 at a share price of 217.58p per Ordinary Share. The proceeds from the sale of the shares were used to purchase shares in the SIP, as detailed below. The number of shares held by Eddie Johnson and his PCAs will increase his beneficial interest in the Company from the level prior to these transactions.

The Trust which manages the SIP on behalf of the employees of AMS has purchased Ordinary Shares of 5p each ("Ordinary Shares") on 12 November 2024, at a share price of 224.50p on behalf of Chris Meredith (26,089 Ordinary Shares) and Eddie Johnson (17,229 Ordinary Shares), who are both Directors/PDMRs, as part of the SIP and, under the terms of the SIP, these shares will be held in trust on their behalf.

Following these transactions the beneficial ownership of Chris Meredith and Eddie Johnson are as follows:

Director/PDMR	Date purchased	Shares purchased (through SIP)	Resultant holding	% of issued share capital
Chris Meredith Chief Executive Officer	12 November 2024	26,089	1,817,211	0.83%
Eddie Johnson Chief Financial Officer	12 November 2024	17,229	169,731	0.08%

The notification below, made in accordance with the requirements of the EU Market Abuse Regulation, provides further detail.

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: Chris Meredith
2.	Reason for the notification

a)	Position/status: Chief Executive Officer						
b)	Initial notification/Amendment: Initial Notification						
3.	Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor						
a)	Name: Advanced Medical Solutions Group plc						
b)	LEI: 213800HJP6OWOSZI1L74						
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: Ordinary Shares of 5p Identification code: GB0004536594						
b)	Nature of the transactions: <ul style="list-style-type: none"> Sale of Ordinary Shares of 5p Share Incentive Plan Purchase of Ordinary Shares as part of the Share Incentive Plan on 12 November 2024 						
c)	Price(s) and volume(s): <table border="1"> <thead> <tr> <th>Price(s)</th><th>Volume(s)</th></tr> </thead> <tbody> <tr> <td>Sale of shares from SIP at 218.37p per share</td><td>29,199</td></tr> <tr> <td>Purchase by SIP at 224.50p per share</td><td>26,089</td></tr> </tbody> </table>	Price(s)	Volume(s)	Sale of shares from SIP at 218.37p per share	29,199	Purchase by SIP at 224.50p per share	26,089
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Sale of shares from SIP at 218.37p per share	29,199						
Purchase by SIP at 224.50p per share	26,089						
d)	Aggregated information: Aggregated volume: n/a Aggregated price: n/a						
e)	Date of the transactions: 11/11/2024 and 12/11/2024						
f)	Place of the transaction: London Stock Exchange (XLON)						

1.	Details of the person discharging managerial responsibilities/person closely associated
a)	Name: Eddie Johnson
2.	Reason for the notification
a)	Position/status: 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: Advanced Medical Solutions Group plc
b)	LEI: 213800HJP6OWOSZI1L74
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: Ordinary Shares of 5p Identification code: GB0004536594
b)	Nature of the transactions: <ul style="list-style-type: none"> Exercise of options from the LTIP Sale of Ordinary Shares of 5p Purchase of Ordinary Shares as part of the Share Incentive Plan on 12 November

	2024								
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- Ends -

For further information, please visit www.admedsol.com or contact:

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About Advanced Medical Solutions Group plc - see www.admedsol.com

AMS is a world-leading independent developer and manufacturer of innovative tissue-healing technology, focused on quality outcomes for patients and value for payers. AMS has a wide range of surgical products including tissue adhesives, sutures, haemostats, internal fixation devices and internal sealants, which it markets under its brands LiquiBand®, RESORBA®, LiquiBandFix8®, LIQUIFIX™, Peters Surgical, Ifabond, Vitalitec and Seal-G®. AMS also supplies wound care dressings such as silver alginates, alginates and foams through its ActivHeal® brand as well as under white label. Since 2019, the Group has made seven acquisitions: Sealantis, an Israeli developer of innovative internal sealants, Biomatlante, a French developer and manufacturer of surgical biomaterials, Raleigh, a leading UK coater and converter of woundcare and bio-diagnostics materials, AFS Medical, an Austrian specialist surgical business, Connexion, an Irish tissue adhesives specialist, Syntacoll, a German specialist in collagen-based absorbable surgical implants and Peters Surgical, a global provider of specialty surgical sutures, mechanical haemostasis and internal cyanoacrylate devices.

AMS's products, manufactured in the UK, Germany, France, the Netherlands, Thailand, India, the Czech Republic and Israel, are sold globally via a network of multinational or regional partners and distributors, as well as via AMS's own direct sales forces in the UK, Germany, Austria, France, Poland, Benelux, India, the Czech Republic and Russia. The Group has R&D innovation hubs in the UK, Ireland, Germany, France and Israel. Established in 1991, the Group has more than 1,500 employees. For more information, please see www.admedsol.com.

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