

06 December 2024

**The Revel Collective plc**  
("Revel Collective" or the "Company")

**Exercise of Share Options, Director/PDMR Shareholding, Issue of Equity and TVR**

The Revel Collective plc (AIM: TRC) announces that various holders of Restricted Share Awards granted between 2020 and 2023 under the Performance Share Plan ("PSP") (which since amendment in December 2020 has been operated as a Restricted Share Award ("RSA") scheme) have exercised their awards in respect of an aggregate of 4,089,544 new ordinary shares of £0.001 each in the Company ("Ordinary Shares"), at the exercise price of £0.001 per Ordinary Share. Certain Directors and PDMR's have also opted to exercise awards and details of these are included below. The Company has therefore made application for 4,089,544 new Ordinary Shares to be admitted to trading on AIM, with admission of the new Ordinary Shares expected on 10 December 2024 ("Admission").

**Director/PDMR Dealings:**

Name	Position	2020 Award	2021 Award	Total no of New Ordinary Shares*
Rob Pitcher	CEO	475,759	1,519,149	1,994,908
Danielle Davies	CFO	244,676	781,277	1,025,953
Andrew Dyson	Property Director	56,819	183,728	240,547
Beth Anderson	People Director	56,819	183,728	240,547
Fiona Hall	Commercial Director	30,585	183,728	214,313

*\*Gross number, prior to selling a sufficient number of Ordinary Shares to cover nominal option cost, tax and national insurance costs where applicable).*

Where such holders have sold a sufficient number of the resulting new Ordinary Shares to cover their liability in respect of nominal cost of options, income tax and national insurance contributions (arising from the exercise) and dealing costs in respect of the new Ordinary Shares sold, such sales having been organised via Cavendish Capital Markets Limited ("Cavendish"). The net remaining new Ordinary Shares have been retained by each of the holders and, in the case of Rob Pitcher and Danielle Davies, are required to be retained until at least 24 December 2025 in respect of the awards granted on 24 December 2020 and until at least 23 November 2026 in respect of the awards granted on 23 November 2021.

**Following these transactions, Directors and PDMRs retain the following interests in the Company**

Name	Position	Residual holdings	% holding
Rob Pitcher	CEO	10,201,410	0.679
Danielle Davies	CFO	1,916,722	0.127
Andrew Dyson	Property Director	138,894	0.009
Beth Anderson	People Director	240,547	0.016
Fiona Hall	Commercial Director	214,313	0.016

**Application for Admission**

Application has been made for the aggregate 4,089,544 new Ordinary Shares to be admitted to trading on AIM and it is expected that Admission will become effective at 8.00 am on 10 December 2024. Sales of the New Ordinary Shares as referred to above are conditional on Admission.

**Total Voting Rights**

With effect from Admission, the Company will have in issue 1,501,906,769 Ordinary Shares and each Ordinary Share entitles the holder to a single vote at general meetings of the Company. The Company does not hold any Ordinary Shares in treasury. The figure of 1,501,906,769 may be used by shareholders of the Company as the denominator for the calculation by which they determine if they are required to notify their interest in, or change to their interest in, the Company under the FCA's Disclosure Guidance and Transparency Rules.

**Enquiries:**

**The Revel Collective plc**

Tel: 0161 330 3876

Rob Pitcher, CEO  
Danielle Davies, CFO

**Cavendish Capital Markets, Nominated Adviser & Broker**

Tel: 020 7220 0500

Matt Goode / Teddy Whiley / Hamish Waller (Corporate Finance)  
 Tim Redfern / Harriet Ward (ECM)

**Instinctif (Financial PR)**

Tel: 07831 379122

Matt Smallwood

Justine Warren

*The person responsible for arranging release of this announcement on behalf of Revolution Bars Group plc is Danielle Davies, Chief Financial Officer & Company Secretary.*

The following information relating to the transactions by each of the Directors and PDMRs has been filed with the Financial Conduct Authority in accordance with Article 19(1) of UK MAR.

**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	Rob Pitcher			
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	The Revel Collective plc			
b)	LEI	213800QG159LSTF5IH69			
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 £0.001  GB00BVDPPV41			
b)	Nature of the transaction	A. Exercise of awards/options under Performance Share Plan (Restricted Share Award scheme) over Ordinary Shares  B. Sale of Ordinary Shares to settle liability for nominal option price, income tax and national insurance contributions (arising from the exercise) and dealing costs of the sale			
c)	Price(s) and volume(s)		Price	No. of shares	
		A.	£0.001 per share	1,994,908	
		B.	£0.005 per share	1,293,498	
d)	Aggregated information  - Aggregated volume  - Price	As per section c above			
e)	Date of the transaction	5 December 2024			
f)	Place of the transaction	A. Off market transaction  B. London Stock Exchange			

<b>1</b>	<b>Details of the person discharging managerial responsibilities / person closely associated</b>	
a)	Name	Danielle Davies

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	The Revel Collective plc			
b)	LEI	213800QG159LSTF5IH69			
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 £0.001  GB00BVDPPV41			
b)	Nature of the transaction	A. Exercise of awards/options under Performance Share Plan (Restricted Share Award scheme) over Ordinary Shares  B. Sale of Ordinary Shares to settle liability for nominal option price, income tax and national insurance contributions (arising from the exercise) and dealing costs of the sale			
c)	Price(s) and volume(s)		Price	No. of shares	
		A.	£0.001 per share	1,025,953	
		B.	£0.005 per share	665,224	
d)	Aggregated information  - Aggregated volume  - Price	As per section c above			
e)	Date of the transaction	5 December 2024			
f)	Place of the transaction	A. Off market transaction  B. London Stock Exchange			

1	Details of the person discharging managerial responsibilities / person closely associated	
a)	Name	Andrew Dyson
2	Reason for the notification	
a)	Position/status	Property Director
b)	Initial notification /Amendment	Initial notification
3	Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor	
a)	Name	The Revel Collective plc
b)	LEI	213800QG159LSTF5IH69
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 £0.001  GB00BVDPPV41
b)	Nature of the transaction	A. Exercise of awards/options under Performance Share Plan (Restricted Share Award scheme) over Ordinary Shares  B. Sale of ordinary shares of £0.001 to settle liability for nominal option price, income tax and national insurance contributions

		option price, income tax and national insurance contributions (arising from the exercise) and dealing costs of the sale			
c)	Price(s) and volume(s)		Price	No. of shares	
		A.	£0.001 per share	240,547	
		B.	£0.005 per share	155,864	
d)	Aggregated information  - Aggregated volume  - Price	As per section c above			
e)	Date of the transaction	5 December 2024			
f)	Place of the transaction	A. Off market transaction B. London Stock Exchange			

1	Details of the person discharging managerial responsibilities / person closely associated				
a)	Name	Fiona Hall			
2	Reason for the notification				
a)	Position/status	Commercial Director			
b)	Initial notification /Amendment	Initial notification			
3	Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor				
a)	Name	The Revel Collective plc			
b)	LEI	213800QG159LSTF5IH69			
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 £0.001  GB00BVDPV41			
b)	Nature of the transaction	A. Exercise of awards/options under Performance Share Plan (Restricted Share Award scheme) over Ordinary Shares			
c)	Price(s) and volume(s)		Price	No. of shares	
		A.	£0.001 per share	214,313	
d)	Aggregated information  - Aggregated volume  - Price	As per section c above			
e)	Date of the transaction	5 December2024			
f)	Place of the transaction	A. Off market transaction			

<b>1</b>	<b>Details of the person discharging managerial responsibilities / person closely associated</b>	
a)	Name	Beth Anderson

2	Reason for the notification				
a)	Position/status	People Director			
b)	Initial notification /Amendment	Initial notification			
3	Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor				
a)	Name	The Revel Collective plc			
b)	LEI	213800QG159LSTF5IH69			
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 £0.001  GB00BVDPPV41			
b)	Nature of the transaction	A. Exercise of awards/options under Performance Share Plan (Restricted Share Award scheme) over Ordinary Shares			
c)	Price(s) and volume(s)		Price	No. of shares	
		A.	£0.001 per share	240,547	
d)	Aggregated information  - Aggregated volume  - Price	As per section c above			
e)	Date of the transaction	5 December 2024			
f)	Place of the transaction	A. Off market transaction			

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