

3 January 2025

The Mission Group plc
("MISSION" the "Company" or the "Group")

DIRECTOR/PDMR SHAREHOLDING

The **MISSION** Group plc (AIM: TMG) the Brand Performance Group, comprising of digital marketing and specialist communications Agencies, has been notified that on 2 January 2025, Mark Lund, Interim Group Chief Executive Officer, purchased 82,000 ordinary shares of 10p each in the Company ("**Ordinary Shares**") at a price of 30p per ordinary share, increasing his beneficial holding to 132,000 Ordinary Shares.

Further information is provided below in accordance with Article 19(3) of the UK Market Abuse Regulation No 596/2014:

1	Details of the person discharging managerial responsibilities / person closely associated						
a)	Name	Mark Lund					
2	Reason for the notification						
a)	Position/status	Interim Group Chief Executive Officer					
b)	Initial notification /Amendment	Initial					
3	Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor						
a)	Name	The MISSION Group plc					
b)	LEI	213800L567CF3Z6GPZ03					
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 10 pence each					
	Identification code	ISIN: GB00B11FD453					
b)	Nature of the transaction	Purchase of ordinary shares					
c)	Price(s) and volume(s)	<table><tr><td>Price(s)</td><td>Volume(s)</td></tr><tr><td>30p</td><td>82,000 shares</td></tr></table>		Price(s)	Volume(s)	30p	82,000 shares
Price(s)	Volume(s)						
30p	82,000 shares						
d)	Aggregated information						
	- Aggregated volume	N/A - single transaction					
	- Price						

	MISSION	
e)	Date of the transaction	2 January 2025
f)	Place of the transaction	London Stock Exchange, AIM

ENQUIRIES

David Morgan, Executive Chair
Giles Lee, Chief Financial Officer
The **MISSION** Group plc

Via Houston

Simon Bridges/Andrew Potts/Harry Rees

Canaccord Genuity Limited (Nominated Adviser and Broker) 020 7523 8000

Peter Tracey

020 3807 8484

Blackdown Partners Limited (Financial Adviser)

Kate Hoare / Alexander Clelland / India Spencer

HOUSTON (Financial PR and Investor Relations)

0204 529 0549

NOTES TO EDITORS

The **MISSION** Group Plc. is **The Brand Performance Group**.

Delivering measurable, results-driven campaigns as the preferred creative partner for real business growth. We offer top-tier agencies, strategic specialisms and global reach delivering outstanding performance for brands. We call it **Work That Counts™**
www.themission.co.uk

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