

10 February 2025

THE PEBBLE GROUP PLC
("The Pebble Group" or the "Group")

Exercise of options and Director/PDMR shareholding

The Board of The Pebble Group, a leading provider of technology, services and products to the global promotional products industry, announces the exercise of 358,962 nil cost options ("**Options**") by Chris Lee, Chief Executive Officer and Claire Thomson, Chief Financial Officer, under the Pebble Group plc Long Term Incentive Plan ("**LTIP**").

The exercise of Options under the LTIP has been satisfied through the allocation of existing Ordinary Shares held by The Pebble Group Employee Benefit Trust ("**EBT**"). As such, no new Ordinary Shares have been issued in connection with the Option exercises. Following settlement of these transactions, the EBT will hold a total of 94,225 Ordinary Shares representing 0.06 per cent of the Group's total voting rights.

Following the exercise of these options, Chris Lee and Claire Thomson sold 97,653 and 72,336 Ordinary Shares, respectively at a price of 45.25 pence per Ordinary Share to settle personal tax liabilities. Their resultant holdings are as follows:

<i>Participant</i>	<i>Position</i>	<i>Options Exercised</i>	<i>Ordinary Shares sold</i>	<i>Resultant holding in Ordinary Shares</i>	<i>% of issued share capital of the Group</i>
Chris Lee	CEO	206,212	97,653	6,200,074	3.8%
Claire Thomson	CFO	152,750	72,336	2,987,657	1.8%

The Ordinary Shares held as a result of this exercise remain subject to the two year post vesting holding period.

The notifications below, provided in accordance with the requirements of the UK Market Abuse Regulation, provide further details.

Enquiries

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About The Pebble Group

The Pebble Group is a provider of digital commerce, products and related services to the global promotional products industry, comprising two differentiated businesses, Facilisgroup and Brand Addition, focused on specific areas of the promotional products market. For further information, please visit www.thepebblegroup.com.

DEALING NOTIFICATION FORM FOR USE BY PERSONS DISCHARGING MANAGERIAL RESPONSIBILITIES AND THEIR CLOSELY ASSOCIATED PERSONS

1	Details of the person discharging managerial responsibilities / person closely associated					
a)	Name	Christopher Lee				
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 Pebble Group plc				
b)	LEI	213800LZUQAYBHDEQY04				
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 1 pence each ISIN GB00BK71XP16 PEBB.L				
b)	Nature of the transaction	Exercise of options under LTIP				
c)	Price(s) and volume(s)	<table border="1"> <thead> <tr> <th>Price(s)</th><th>Volume(s)</th></tr> </thead> <tbody> <tr> <td>Nil</td><td>206,212</td></tr> </tbody> </table>	Price(s)	Volume(s)	Nil	206,212
Price(s)	Volume(s)					
Nil	206,212					
d)	Aggregated information - Aggregated volume - Price	<table border="1"> <thead> <tr> <th>Price(s)</th><th>Volume(s)</th></tr> </thead> <tbody> <tr> <td>Nil</td><td>206,212</td></tr> </tbody> </table>	Price(s)	Volume(s)	Nil	206,212
Price(s)	Volume(s)					
Nil	206,212					
e)	Date of the transaction	7 February 2025				
f)	Place of the transaction	London Stock Exchange				

1	Details of the person discharging managerial responsibilities / person closely associated							
a)	Name	Christopher Lee						
2	Reason for the notification							
a)	Position/status	Chief Executive Officer						
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a)	Description of the financial instrument, type of instrument Identification code	Ordinary shares of 1 pence each ISIN GB00BK71XP16 PEBB.L						
b)	Nature of the transaction	Sale of shares by PDMR Christopher Lee						
c)	Price(s) and volume(s)	<table border="1"> <thead> <tr> <th>Price(s)</th><th>Volume(s)</th></tr> </thead> <tbody> <tr> <td>45.25p</td><td>80,270</td></tr> <tr> <td>45.25p</td><td>17,383</td></tr> </tbody> </table>	Price(s)	Volume(s)	45.25p	80,270	45.25p	17,383
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	- Price	
e)	Date of the transaction	7 February 2025
f)	Place of the transaction	London Stock Exchange

1	Details of the person discharging managerial responsibilities / person closely associated		
a)	Name	Claire Thomson	
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 Pebble Group plc	
b)	LEI	213800LZUQAYBHDEQY04	
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 1 pence each	
	Identification code	ISIN GB00BK71XP16	
		PEBB.L	
b)	Nature of the transaction	Exercise of options under LTIP	
c)	Price(s) and volume(s)		
		Price(s)	Volume(s)
		Nil	152,750
d)	Aggregated information		
		Price(s)	Volume(s)
	- Aggregated volume	Nil	152,750
	- Price		
e)	Date of the transaction	7 February 2025	
f)	Place of the transaction	London Stock Exchange	

1	Details of the person discharging managerial responsibilities / person closely associated		
a)	Name	Claire Thomson	
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 Pebble Group plc	
b)	LEI	213800LZUQAYBHDEQY04	
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a)	Description of the financial instrument, type of instrument	Ordinary shares of 1 pence each	
	Identification code	ISIN GB00BK71XP16	
		PEBB.L	
b)	Nature of the transaction	Sale of shares by PDMR Claire Thomson	
c)	Price(s) and volume(s)		
		Price(s)	Volume(s)

		45.25p	59,460
		45.25p	12,876
d)	Aggregated information		
	- Aggregated volume	Price(s)	Volume(s)
	- Price	45.25p	72,336
e)	Date of the transaction	7 February 2025	
f)	Place of the transaction	London Stock Exchange	

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