

2 April 2025

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

**Director share dealing**

The Pebble Group, a provider of products, services and technology to the global promotional products industry announces that Stuart Warriner, Independent Non-Executive Director of the Company, on 1 April 2025 bought 105,000 Ordinary Shares of 1 pence each ("Ordinary Shares") at a price of 38.99 pence per Ordinary Share, representing 0.06% of the Company's issued ordinary share capital. Following these transactions, Mr Warriner's interest in the Company is 200,000 Ordinary Shares representing 0.12% of the Company's total voting rights.

The notification set out below, made pursuant to Article 19(3) of the Market Abuse Regulation which is part of UK law by virtue of the European Union (withdrawal) Act 2018, provides further details.

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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](http://www.thepebblegroup.com).

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

<b>1</b>	<b>Details of PDMR/person closely associated with them (PCA)</b>	
(a)	Name	Stuart Warriner
(b)	<i>Position / status</i>	Independent Non-executive Director
(c)	Initial notification/amendment	Initial Notification
<b>2</b>	<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	Ordinary Shares of 1 pence	
(b)	Nature of the transaction	Acquisition	
(c)	Price(s) and volume(s)	<b>Price(s)</b>	<b>Volume(s)</b>
		38.99	105000
(d)	Aggregated information  Aggregated volume Price	N/A - single transaction	
(e)	Date of the transaction	01/04/25	
(f)	Place of the transaction	London Stock Exchange	

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