

8 April 2025

**itim Group plc**

("itim" or "the Company" and together with its subsidiaries "the Group")

**Exercise of Options and Issue of Equity**

itim Group plc, a SaaS based technology company that enables store-based retailers to optimise their businesses to improve financial performance, announces that it has received notice of exercises in relation to employee share options over 110,000 ordinary shares of 5p each in the Company at an exercise price of 7.975 pence and 95,000 ordinary shares of 5p each in the Company at an exercise price of 15 pence.

Application has been made for 205,000 new ordinary shares of 5 pence each in the Company ("New Ordinary Shares") to be admitted to trading on AIM. The New Ordinary Shares will rank pari passu with the Company's existing ordinary shares and it is expected that admission will occur at 8.00 a.m. on 11 April 2025.

Following admission of the New Ordinary Shares, the Company's issued ordinary share capital will comprise 31,415,607 ordinary shares, none of which are held in treasury. Therefore, the total number of ordinary shares with voting rights in itim following admission will be 31,415,607.

The above figure of 31,415,607 may be used by shareholders as the denominator for the calculations by which they will determine if they are required to notify their interest in, or a change to their interest in the Company under the FCA's Disclosure Guidance and Transparency Rules.

**Enquiries:**

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**ABOUT ITIM**

itim was established in 1993 by its founder, and current Chief Executive Officer, Ali Athar. itim was initially formed as a consulting business, helping retailers effect operational improvement. From 1999 the Company began to expand into the provision of proprietary software solutions and by 2004 the Company was focused exclusively on digital technology. itim has grown both organically and through a series of acquisitions of small, legacy retail software systems and associated applications which itim has redeveloped to create a fully integrated end to end Omni-channel platform.

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