

14 April 2025

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

Director/PDMR dealing

The Board of The Pebble Group, a leading provider of technology, services and products to the global promotional products industry, announces that Chris Lee, Chief Executive Officer, has purchased 270,000 Ordinary Shares of 1 pence each ("Ordinary Shares") at a price of 37 pence per Ordinary Share, representing 0.17% of the Company's issued ordinary share capital. Chris Lee now holds 6,470,074 Ordinary Shares, representing 4.0% of the Company's issued share capital.

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

Enquiries

The Pebble Group +44 (0) 750 012 4121
Chris Lee, Chief Executive Officer
Claire Thomson, Chief Financial Officer

Panmure Liberum (Nominated Adviser and Broker) +44 (0) 20 3100 2000
Edward Mansfield
Will King
Gaya Bhatt

Temple Bar Advisory (Financial PR) +44 (0) 207 183 1190
Alex Child-Villiers pebble@templebaradvisory.com
Alistair de Kare-Silver
Sam Livingstone

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 RESPONSIBILITY AND THEIR CLOSELY ASSOCIATED PERSONS

Notification Form

The Pebble Group plc (Company)

Transaction notification

Please send your completed form by email to the Company Secretary. If you require any assistance in completing this form, please contact the Company Secretary.

1	Details of PDMR/person closely associated with them (PCA)	
(a)	Name	Christopher Lee
(b)	Position / status	CEO

(c)	Initial notification/amendment	Initial notification	
2	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	Ordinary Shares of 1 pence	
(b)	Nature of the transaction	Acquisition	
(c)	Price(s) and volume(s)	Price(s)	Volume(s)
		£0.37	270,000
(d)	Aggregated information Aggregated volume Price	N/A	
(e)	Date of the transaction	11/04/2025	
(f)	Place of the transaction	London Stock Exchange	

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