

SpaceandPeople plc

("SpaceandPeople")

Director Dealing

SpaceandPeople (AIM:SAL) the retail, promotional and brand experience specialist, announces that the Company was notified on 28 April 2025 that George Watt (Chairman), Andrew Keiller (COO) and Gregor Dunlay (CFO) purchased, in aggregate, 37,000 ordinary shares of 10p each in the Company ("Ordinary Shares"), at 102.4p per Ordinary Share, being the 10 day average price to 25 April. The 37,000 Ordinary Shares were sold and transferred by Nany Cullen (CEO), meaning the overall Board equity interest is maintained at 8.7%.

Following the above transactions, the Directors holdings are as follows:

Name	Ordinary Shares (sold)/acquired	Resultant number of Ordinary Shares held	% of voting rights
Nancy Cullen	(37,000)	96,300	4.9%
George Watt	12,500	47,200	2.4%
Andrew Keiller	12,000	13,500	0.7%
Gregor Dunlay	12,500	13,500	0.7%

Contact details:

SpaceandPeople Plc

0845 241 8215

Nancy Cullen, Gregor Dunlay

Zeus (Nominated Adviser and Broker)

0203 829 5000

David Foreman, Ed Beddows

Notification and public disclosure of transactions by Persons Discharging Managerial Responsibilities ("PDMR") and persons closely associated with them ("PCA")

Notification of a Transaction pursuant to Article 19(1) of Regulation (EU) No. 596/2014		
1 Details of the person discharging managerial responsibilities/person closely associated		
a.	Name	1. Nancy Cullen 2. George Watt 3. Andrew Keiller 4. Gregor Dunlay
2 Reason for notification		
a.	Position/Status	1. CEO 2. Non-Executive Chairman 3. COO 4. CFO
b.	Initial notification/ Amendment	Initial Notification
3 Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor		
a.	Name	SpaceandPeople plc
b.	LEI	2138006IEIC47Y7PAQ04
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	Ordinary Shares of 10p each  ISIN: GB00BPQDJM21

	Code																
b.	Nature of the transaction	Purchase and sale of 37,000 Ordinary Shares															
c.	Price(s) and volume(s)	<table> <tr> <th>Transaction</th><th>Average Price(s)</th><th>Volume(s)</th></tr> <tr> <td><b>1. Nancy Cullen</b> Sale on 28 April 2025</td><td>102.4p</td><td>37,000</td></tr> <tr> <td><b>2. George Watt</b> Purchase on 28 April 2025</td><td>102.4p</td><td>12,500</td></tr> <tr> <td><b>3. Andrew Keiller</b> Purchase on 28 April 2025</td><td>102.4p</td><td>12,000</td></tr> <tr> <td><b>4. Gregor Dunlay</b> Purchase on 28 April 2025</td><td>102.4p</td><td>12,500</td></tr> </table>	Transaction	Average Price(s)	Volume(s)	<b>1. Nancy Cullen</b> Sale on 28 April 2025	102.4p	37,000	<b>2. George Watt</b> Purchase on 28 April 2025	102.4p	12,500	<b>3. Andrew Keiller</b> Purchase on 28 April 2025	102.4p	12,000	<b>4. Gregor Dunlay</b> Purchase on 28 April 2025	102.4p	12,500
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d.	Aggregated information	Purchase and sale of 37,000 Ordinary Shares at 102.4p per share															
e.	Date of the transactions	28/04/2025															
f.	Place of the transaction	Off market															

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