

7 May 2025

Tribal Group plc
("Tribal", the "Company" or the "Group")

Exercise of Options and PDMR dealing

Tribal (AIM: TRB), a leading provider of software and services to the international education management market, announces that it has approved the issue of 278,784 new ordinary shares ("New Shares") of 5p each in the Company pursuant to the exercise of options issued to certain members of senior management under the terms of the Company's 2022 Long Term Incentive Plan.

An application has been made to the London Stock Exchange for the New Shares to be admitted to trading on AIM which is expected at 8:00am on 9 May 2025 ("Admission"). When issued, the New Shares will be credited as fully paid and will rank *pari passu* in all respects with the existing ordinary shares of 5p each in the capital of Tribal.

Total voting rights

Following Admission, the Company's enlarged issued share capital will comprise 214,133,482 ordinary shares of 5p each ("Ordinary Shares"), with one voting right per share. The Company does not hold any shares in treasury and therefore the total number of Ordinary Shares with voting rights in the Company is 214,133,482. This figure may be used by shareholders in the Company as the denominator for the calculations by which they will determine if they are required to notify their interest in, or a change in their interest in, the share capital of the Company under the Disclosure Guidance and Transparency Rules of the UK Financial Conduct Authority.

Director/PDMR dealing

Pursuant to the exercise of options, and in part to cover the option holders' tax related obligations, the following option holders who are PDMRs exercised Nil cost options and have agreed to sell the associated Ordinary Shares on Admission as set out below:

PDMR	Number of Options exercised	Ordinary Shares agreed to be sold	Sale price
Mark Pickett	155,647	64,000	£0.4068
Diane McIntyre	123,137	50,650	£0.4068

Following the exercise and sale, Mark Pickett will have a beneficial interest in 1,663,762 Ordinary Shares, including those held by his wife, and Diane McIntyre will have a beneficial interest in 140,493 Ordinary Shares.

1.	Details of the person discharging managerial responsibilities/person closely associated		
(a)	Names	A. Mark Pickett B. Diane McIntyre	
2.	Reason for the notification		
(a)	Position/status	PDMR	
(b)	Initial notification/ Amendment	Initial notification	
3.	Details of the issuer		
(a)	Name	Tribal Group plc	
(b)	LEI	213800Y8XLJFIXDY8J06	
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	Ordinary Shares of £0.05 each	
(b)	Identification code of the Financial Instrument	GB0030181522	
(c)	Nature of the transaction	1.Exercise of options 2. Disposal of shares	
(d)	Price(s) and volume(s)	Price(s)	Volume(s)
		1 A Nil cost	155,647
		2 A £0.4068	64,000
		1 B Nil cost	

		2 B £0.4068	123,137 50,650
(e)	Aggregated information - Aggregated volume - Price	1A: Volume 155,647 Price N/A 2A: Volume 64,000 Price £0.4068 1B: Volume 123,137 Price N/A 2B: Volume 50,650 Price £0.4068	
(f)	Date of the transaction	1.2 May 2025 2.9 May 2025	
(g)	Place of the transaction	London Stock Exchange	

Enquiries:

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About Tribal Group plc

Tribal Group plc is a pioneering world-leader of education software and services. Its portfolio includes Student Information Systems; a broad range of education services covering quality assurance, peer review, benchmarking and improvement; and student surveys that provide the leading global benchmarks for student experience. Working with Higher Education, Further and Tertiary Education, schools, Government and State bodies, training providers and employers, in over 55 countries; Tribal Group's mission is to empower the world of education with products and services that underpin student success.

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