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THIS ANNOUNCEMENT CONTAINS INSIDE INFORMATION FOR THE PURPOSES OF ARTICLE 7 OF THE MARKET ABUSE REGULATION (EU) 596/2014 AS IT FORMS PART OF UK DOMESTIC LAW BY VIRTUE OF THE EUROPEAN UNION (WITHDRAWAL) ACT 2018 ("MAR"), AND IS DISCLOSED IN ACCORDANCE WITH THE COMPANY'S OBLIGATIONS UNDER ARTICLE 17 OF MAR.

PLEASE SEE THE IMPORTANT NOTICES AT THE END OF THIS ANNOUNCEMENT.

8 May 2025

Pulsar Group Plc
("Pulsar Group", the "Company" or the "Group")
Result of Placing, Related Parties & Total Voting Rights

Pulsar Group Plc (AIM: PULS), the market leading audience intelligence business delivering Software-as-a-Service ("SaaS") solutions for the global marketing and communications industries, is pleased to announce that further to the announcement made yesterday regarding the proposed Placing, the Company has raised total gross proceeds of approximately £3.0 million through the issue of 7,894,736 New Shares, at a fixed price of 38 pence per New Share. The New Shares represent approximately 5.8 per cent. of the Company's enlarged issued share capital (excluding shares held in treasury).

Joanna Arnold, Chief Executive Officer, commented:

"I am delighted by the support shown by investors in this placing. With this additional capital the Group has a strengthened balance sheet and looks forward to accelerating its strategic initiatives to continue to improve its operational efficiencies and enhanced future cash generation. The Board of the Company are very much focussed on ensuring that delivery against its plans will maximise shareholder value"

Related Parties

Christopher Satterthwaite (non-Executive chairman), Joanna Arnold (CEO), Mark Fautley (CFO), Sarah Vawda (Non-executive director) (together the "Participating Directors") and Kestrel Partners LLP ("Kestrel Partners") have agreed to subscribe for the following New Shares in the Placing.

Name	Number of Shares subscribed for
Christopher Satterthwaite	26,315
Joanna Arnold	39,473
Mark Fautley	39,473
Sarah Vawda	13,157
Kestrel Partners	3,142,449

The Participating Directors and Kestrel Partners are deemed to be related parties of the Company for the purposes of the AIM Rules.

Chris Pilling (being the sole independent director for the purposes of AIM Rule 13 in relation to the Placing) considers, having consulted with the Company's nominated adviser, Cavendish, that the terms upon which the Participating Directors and Kestrel Partners are participating in the Placing are fair and reasonable insofar as Shareholders are concerned.

Total Voting Rights

Application has been made to the London Stock Exchange for the Placing Shares to be admitted to trading on AIM and it is expected that Admission will be effective and dealings will commence in respect of the Placing Shares at 8.00 a.m. on or around 13 May 2025.

Following Admission, the Company's issued share capital will consist of 138,419,122 Ordinary Shares. The Company holds 2,825,646 Ordinary Shares in Treasury. Therefore, on Admission, the total number of voting rights will be 135,593,476. This figure may be used by Shareholders as the denominator for the

of voting rights will be 100,000,470. This figure may be used by shareholders as the denominator for the calculation by which they may determine if they are required to notify their interest in, or change to their interest in, the Company under the FCA's Disclosure Guidance and Transparency Rules.

Unless otherwise defined herein or the context requires, capitalised terms used in this announcement ("Announcement") shall have the same meanings given to them in the Company's announcement released earlier yesterday under RNS number 7553H.

For further information, please contact:

For further information:

Pulsar Group Plc

020 3426 4070

Joanna Arnold (CEO)

Mark Fautley (CFO)

Cavendish Capital Markets Limited (Nominated Adviser and Broker)

020 7220 0500

Corporate Finance:

Marc Milmo / Isaac Hooper / Elysia Bough

Corporate Broking:

Sunila de Silva

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This Announcement contains (or may contain) certain forward-looking statements with respect to certain of the Company's current expectations and projections about future events. These statements, which sometimes use words such as "aim", "anticipate", "believe", "intend", "plan", "estimate", "expect" and words of similar meaning or the negative thereof, reflect the directors' beliefs and expectations and involve a number of risks, uncertainties and assumptions that could cause actual results and performance to differ materially from any expected future results or performance expressed or implied by the forward-looking statement. Statements contained in this Announcement regarding past trends or activities should not be taken as a representation that such trends or activities will continue in the future. The information contained in this Announcement is subject to change without notice and, except as required by applicable law or regulation, neither the Company nor Cavendish nor their respective affiliates assume any responsibility or obligation to update publicly or review any of the forward-looking statements contained herein. You should not place undue reliance on forward-looking statements, which speak only as of the date of this Announcement.

No statement in this Announcement is or is intended to be a profit forecast or profit estimate or to imply that the earnings of the Company for the current or future financial years will necessarily match or exceed the historical or published earnings of the Company. The price and value of shares and the income from them may go down as well as up and investors may not get back the full amount invested on disposal of the shares. Past performance is not a guide to future performance.

The Placing Shares to be issued pursuant to the Placing will not be admitted to trading on any stock exchange other than AIM.

Neither the content of the Company's website nor any website accessible by hyperlinks on the Company's website or in this Announcement is incorporated in, or forms part of, this Announcement.

This Announcement does not constitute a recommendation concerning any investor's options with respect to the Placing. Any investment decision to buy Ordinary Shares in the Placing must be made solely on the basis of publicly available information, which has not been independently verified by Cavendish. Each investor or prospective investor should conduct his, her or its own investigation, analysis and evaluation of the business and data described in this Announcement. The contents of this Announcement are not to be construed as legal, business, financial or tax advice. Each investor or prospective investor should consult his, her or its own legal adviser, business adviser, financial adviser or tax adviser for legal, financial, business or tax advice.

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