

**Altitude Group plc**  
("Altitude", the "Company" or the "Group")

**Director/PDMR Dealing**

Altitude Group plc (AIM: ALT), the leading end-to-end solutions provider for branded merchandise, announces the following dealings made by a director in its ordinary shares of 0.4p each ("**Ordinary Shares**").

Graham Feltham, Chief Financial Officer and a PDMR has notified the Company that he has transferred 160,000 Ordinary Shares to his wife at nil cost, and that subsequently:

- he sold 284,444 Ordinary Shares from his personal dealing account and immediately repurchased the same number of Ordinary Shares in his Individual Savings Account ("ISA"); and
- Graham's wife sold 160,000 Ordinary Shares from her personal dealing account and immediately repurchased the same number of Ordinary Shares in her ISA.

Following the dealings detailed above, Graham Feltham's aggregate beneficial holding, including the interests of his closely associated persons, remains unchanged at 700,483 Ordinary Shares, representing 0.96% of the issued share capital of the Company.

**For enquiries, please contact:**

**Altitude Group plc**

Nichole Stella, Chief Executive Officer  
Graham Feltham, Chief Financial Officer

Via Zeus

**Zeus** (Nominated Adviser & Broker)

Dan Bate / James Edis (Investment Banking)  
Dominic King (Corporate Broking)

Tel: 0203 829 5000

**Notification and public disclosure of transactions by persons discharging managerial responsibilities and persons closely associated with them**

<b>1</b>	<b>Details of the person discharging managerial responsibilities/person closely associated</b>	
a)	Name:	Graham Feltham
<b>2</b>	<b>Reason for the notification</b>	
a)	Position/Status:	Chief Financial Officer
b)	Initial Notification/Amendment:	i. Initial Notification ii. Initial Notification iii. Initial Notification
<b>3</b>	<b>Details of the issuer, emission allowance market participation, auction platform, auctioneer or auction monitor</b>	
a)	Name:	Altitude Group plc
b)	LEI:	213800VACSTYYSI39R89
<b>4.</b>	<b>Details of 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.</b>	
a)	Description of the financial instrument:	Ordinary shares of 0.4p
	Identification code:	GB00B0LSFV82
b)	Nature of the transaction:	i. Sale of Ordinary Shares by PDMR ii. Subsequent re-purchase of Ordinary Shares by an ISA account by PDMR

		iii. Sale of Ordinary Shares by a closely associated person iv. Subsequent re-purchase of Ordinary Shares by an ISA account by a closely associated person v. Transfer of Ordinary Shares to a closely associated person																		
c)	Price(s) and volume(s):	<table> <tr> <th></th><th>Price(s)</th><th>Volume(s)</th></tr> <tr> <td>i.</td><td>20.00p 20.00p 21.00p</td><td>89,141 100,033 95,270</td></tr> <tr> <td>ii.</td><td>20.04p 20.03p 21.03p</td><td>89,141 100,033 95,270</td></tr> <tr> <td>iii.</td><td>22.00p</td><td>160,000</td></tr> <tr> <td>iv.</td><td>22.02p</td><td>160,000</td></tr> <tr> <td>v.</td><td>Nil</td><td>160,000</td></tr> </table>		Price(s)	Volume(s)	i.	20.00p 20.00p 21.00p	89,141 100,033 95,270	ii.	20.04p 20.03p 21.03p	89,141 100,033 95,270	iii.	22.00p	160,000	iv.	22.02p	160,000	v.	Nil	160,000
	Price(s)	Volume(s)																		
i.	20.00p 20.00p 21.00p	89,141 100,033 95,270																		
ii.	20.04p 20.03p 21.03p	89,141 100,033 95,270																		
iii.	22.00p	160,000																		
iv.	22.02p	160,000																		
v.	Nil	160,000																		
d)	Aggregated volume: Price:	i. 284,444 at 20.3349p ii. 284,444 at 20.3680p iii. See above iv. See above v. See above																		
e)	Date of the Transaction:	i. 8 May 2025, 8 May 2025, 6 May 2025 ii. 8 May 2025, 8 May 2025, 6 May 2025 iii. 1 May 2025 iv. 1 May 2025 v. 22 April 2025																		
f)	Place of the Transaction:	i. AIM ii. AIM iii. AIM iv. AIM v. Off Market																		

This information is provided by RNS, the news service of the London Stock Exchange. RNS is approved by the Financial Conduct Authority to act as a Primary Information Provider in the United Kingdom. Terms and conditions relating to the use and distribution of this information may apply. For further information, please contact [ms@seg.com](mailto:ms@seg.com) or visit [www.ms.com](http://www.ms.com).

RNS may use your IP address to confirm compliance with the terms and conditions, to analyse how you engage with the information contained in this communication, and to share such analysis on an anonymised basis with others as part of our commercial services. For further information about how RNS and the London Stock Exchange use the personal data you provide us, please see our [Privacy Policy](#).

END

DSHEAKSNELKSEFA