

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

Grant of Options and PDMR Dealings

Altitude Group plc (AIM: ALT), the leading end-to-end solutions provider for branded merchandise, announces that on 13 May 2025 it granted options over 500,000 ordinary shares of 0.4p each ("Ordinary Shares") (the "Options") to Alexander Brennan, Non-Executive Chair of the Company.

The Options are exercisable at nil cost and will vest on the achievement of the following share price targets within the 3 year period following the date of grant (the "Performance Period")

- 250,000 Options will vest if the closing price of an Ordinary Share is 40 pence or higher for a period of 5 continuous days during the Performance Period; and
- 250,000 Options will vest if the closing price of an Ordinary Share is 50 pence or higher for a period of 5 continuous days during the Performance Period.

Once vested, the Options will be exercisable between the third and fifth anniversary of the date of grant and will expire two years after the third anniversary of grant.

In aggregate the Options, when added to other employee options already in existence, will result in employee options existing in relation to approximately 7.6 per cent. of the issued share capital of the Company.

Of this, options over 2.8% per cent of the issued share capital of the Company are at exercise prices of between 75 pence and 97.5 pence per Ordinary Share and 4.2% are exercisable on achievement of EPS growth targets over a three year period.

For enquiries, please contact:

Altitude Group plc

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

Via Zeus Capital

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

1	Details of the person discharging managerial responsibilities/person closely associated	
a)	Name:	Alexander Brennan
2	Reason for the notification	
a)	Position/Status:	Non-Executive Chair
b)	Initial Notification/Amendment:	Initial Notification
3	Details of the issuer, emission allowance market participation, auction platform, auctioneer or auction monitor	
a)	Name:	Altitude Group plc
b)	LEI:	213800VACSTYYSI39R89
4.	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.					
a)	Description of the financial instrument: Identification code:	Ordinary shares of 0.4p GB00B0LSFV82				
b)	Nature of the transaction:	Grant of Options				
c)	Price(s) and volume(s):	<table border="1"> <thead> <tr> <th>Price(s)</th> <th>Volume(s)</th> </tr> </thead> <tbody> <tr> <td>Nil</td> <td>500,000</td> </tr> </tbody> </table>	Price(s)	Volume(s)	Nil	500,000
Price(s)	Volume(s)					
Nil	500,000					
d)	Aggregated volume: Price:	See above				
e)	Date of the Transaction:	13 May 2025				
f)	Place of the Transaction:	Off Market				

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