

21 May 2025

**Software Circle plc**  
("Software Circle", the "Group" or "Company")  
**PDMR Shareholding**

Software Circle (AIM: SFT) announces the following share dealings by a person discharging managerial responsibilities ("PDMR").

Roman Rothenberg, M&A Director, has sold 27,500 Ordinary Shares at a price of 29.05 pence per share and sold 10,000 Ordinary Shares at a price of 29.00 pence per share.

Rothenberg Capital GmbH, an entity controlled by Roman Rothenberg, M&A Director, has sold 21,096 Ordinary Shares at a price of 29.00 pence per share.

The FCA notification, made in accordance with the requirements of the UK Market Abuse Regulation, is appended further below.

**For further information:**

**Software Circle plc**  
Gavin Cockerill (CEO) via [inverstors@softwarecircle.com](mailto:inverstors@softwarecircle.com)

**Allenby Capital Limited** (Nominated Adviser and broker) 0203 328 5656  
David Hart / Piers Shimwell (Corporate Finance)  
Stefano Aquilino / Joscelin Pinnington (Sales and Corporate Broking)

Notes to editors:

Software Circle plc is a UK based acquirer of vertical market software businesses. Our aim is to help founders find the right exit strategy, without fuss or drama. Continuing operations in an independent, decentralised way. Keeping the entrepreneurial spirit and culture that exists in the businesses we acquire. Providing a permanent home for their teams, management talent and culture.

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

1.	<b>Details of the person discharging managerial responsibilities / person closely associated</b>	
a)	Name	1. Roman Rothenberg 2. Rothenberg Capital GmbH
2.	<b>Reason for the Notification</b>	
a)	Position/status	1. PDMR 2. Person closely associated with Roman Rothenberg (PDMR)
b)	Initial notification/Amendment	Initial Notification
3.	<b>Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor</b>	
a)	Name	Software Circle plc
b)	LEI	213800OKT12518K5KM22
4.	<b>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</b>	
a)	Description of the Financial instrument, type of instrument	Ordinary shares of 1p each
	Identification code	ISIN: GB0009638130
b)	Nature of the transaction	Purchase of Ordinary shares

b)	Price(s) and volume(s)	Price(s)	Volume(s)
		1. a) 29.05p b) 29.00p	a) 27,500 b) 10,000
		2. a) 29.00p b) 29.00p c) 29.00p	a) 1,096 b) 10,000 c) 10,000
d)	Aggregated information:  - Aggregated volume  - Price	n/a - single transactions  n/a - single transactions	
e)	Date of the transaction	1a. 20 May 2025  1b. 21 May 2025  2a. 19 May 2025  2b. 20 May 2025  2c. 21 May 2025	
f)	Place of the transaction	London Stock Exchange, AIM. Identification code - XLON	

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