23 May 2025

ActiveOps Plc

(the "Company" or the "Group")

Director/PDMR Dealing

ActiveOps plc (AIM: AOM), a leading provider of Decision Intelligence for service operations, announces that it has been notified of the following transactions in ordinary shares in the Company undertaken by directors/persons discharging managerial responsibility (PDMR) as a result of their participation in the Company's all-employee Share Incentive Plan.

The notifications below are made in accordance with Article 19(3) of the Market Abuse Regulation:

1	Details of the person discharging managerial responsibilities / person closely associated	
a)	Name	1. Richard Jeffery
2	**Reason for the notification**	
a)	Position/status	1. Executive Chair
b)	Initial notification /Amendment	Initial Notification.
3	**Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor**	
a)	Name	ActiveOps plc
b)	LEI	213800RHBFOK6YNI3B30
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, type of instrument Identification code	Ordinary shares of 0.01 pence each ISIN Code: GB00BLH37Y17
b)	Nature of the transaction	Acquisition of partnership shares through the Company's Share Incentive Plan
c)	Price(s) and volume(s)	<table><tr><td>Price(s)</td><td>Volume(s)</td></tr><tr><td>1. £1.22</td><td>1. 123</td></tr></table>
d)	Aggregated information - Aggregated volume - Price	N/A
e)	Date of the transaction	16 May 2025
f)	Place of the transaction	London Stock Exchange

For more information, please contact:

ActiveOps	Via Alma
Richard Jeffery, Executive Chair	www.activeops.com
Emma Salthouse, Chief Financial Officer	

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Caroline Forde / Will Ellis Hancock / Louisa El-Ahwal

About ActiveOps

ActiveOps is a Software as a Service business, dedicated to helping organisations create more value from their service operations. ActiveOps' Decision Intelligence software solutions are specifically designed to support leaders with the vast number of decisions they make daily in the running their operations. Our customers make better decisions and consume less time and effort making them. The outcomes are significantly improved turnaround times and double-digit improvements in productivity with backlogs of work materially reduced. Customers also leverage the capacity created to invest in transformation and development, and more efficiently utilise resources.

The Company's AI-powered SaaS solutions are underpinned by 15+ years of operational data and its AOM methodology which is proven to enhance cross departmental decision-making.

The Company has approximately 190 employees, serving a global base of enterprise customers from offices in the UK, Ireland, USA, Canada, Australia, India, and South Africa. The Group's customers are predominantly in the banking, insurance, healthcare administration and business process outsourcing (BPO) sectors, including Nationwide, TD Bank, Elevance and Xchanging.

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