

AIM: KBT
29 May 2025

K3 Business Technology Group plc

("K3", "Company" or "Group")

PDMR Announcement

K3, which provides business-critical software solutions focused on fashion and apparel brands, has received notification from Kestrel Partners LLP ("Kestrel") that it has acquired, on behalf of its discretionary clients, 600,000 ordinary shares of 25p each ("Shares") in the Company at an average price of £0.25 per Share as a result of a warrant exercise, details of which were announced by the Company on 22 May 2025.

Mr Scott, a non-executive director of K3, is a partner of, and holds a beneficial interest in Kestrel. Mr Scott is also a shareholder in one of Kestrel's clients ("Kestrel Opportunities") and is therefore deemed to have a beneficial interest in Kestrel Opportunities' entire legal holding in the Company.

Following these transactions, Kestrel Opportunities holds (and consequently Mr Scott is deemed to have a beneficial interest in) 9,031,682 Shares in the Company, and other clients of Kestrel, in which Mr Scott has no beneficial interest, hold 4,559,187 Shares in the Company.

On a combined basis, Kestrel indirectly holds voting rights over 13,590,869 Shares in the Company, which represents 29.59% per cent of the Company's issued share capital.

Kestrel's interest in the Shares in the Company is held through the following nominees:

Holding type	Nominee	No. of shares	% of issued share capital
Indirect	Bank of New York Nominees Ltd	9,031,682	19.66%
Indirect	JIM Nominees Limited	316,376	0.69%
Indirect	Bank of New York Nominees Ltd	2,917,579	6.35%
Indirect	Northern Trust Company AVFC	1,325,232	2.89%

Further details in respect of the transactions are provided below, in accordance with the EU Market Abuse Regulation (No 596/2014).

For further information contact:

K3 Business Technology Group plc

+44 (0) 161 876 4498

Eric Dodd, CEO

Cavendish Capital Markets Limited

+44 (0) 207 220 0500

Nominated Adviser and Broker

Julian Blunt/Callum Davidson (Corporate Finance)

Sunila de Silva/Harriet Ward (Corporate Broking)

KTZ Communications

+44 (0) 20 3178 6378

Katie Tzouliadis/Robert Morton

ANNEX

Template for notification and public disclosure of transactions by persons discharging managerial responsibilities and persons closely associated with them

a)	Name	Kestrel Partners LLP ('Kestrel')				
2 Reason for the notification						
a)	Position/status	PCA - Oliver Rupert Andrew Scott (non-executive director of K3 Business Technology Group plc and Partner in Kestrel)				
b)	Initial notification /Amendment	Initial				
3 Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor						
a)	Name	K3 Business Technology Group plc				
b)	LEI	213800QOJ9OF2AV81748				
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	25p Ordinary Shares				
	Identification code	ISIN: GB00B00P6061				
b)	Nature of the transaction	Acquisition of shares pursuant to warrant exercise				
c)	Price(s) and volume(s)	<table border="1" style="width: 100%; border-collapse: collapse;"> <tr> <td style="width: 50%;">Price(s)</td><td style="width: 50%;">Volume(s)</td></tr> <tr> <td>£0.25</td><td>600,000 shares</td></tr> </table>	Price(s)	Volume(s)	£0.25	600,000 shares
Price(s)	Volume(s)					
£0.25	600,000 shares					
d)	Aggregated information - Aggregated volume - Price	Total purchase of 600,000 at an average of £0.25 per Share				
e)	Date of the transaction	29 May 2025				
f)	Place of the transaction	London Stock Exchange, AIM Market (XLON)				

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