

Pebble Beach Systems Group plc
(the "Company" or the "Group")

Director/PDMR Shareholding

Pebble Beach Systems Group plc ("Pebble" or the "Company"), a leading global software business specialising in playout automation and integrated channel solutions for the broadcast and streaming service markets, announces that it received notification from Chris Errington, Non-Executive Director, of the following transfers, all of which took place on 13 June 2025 at a price of 5.49p per share.

Mr. Errington is a partner of, and holds a beneficial interest in, Kestrel Partners LLP ("Kestrel").

Kestrel transferred 30,558,552 ordinary shares of 2.5p each in Pebble ("Shares") held by certain Kestrel clients to certain other Kestrel clients. As part of this transaction, Kestrel Opportunities ("KOF") transferred its entire holding of 14,696,625 Shares. Mr Errington is a shareholder in Kestrel Opportunities and is therefore deemed to have had an indirect beneficial in KOF's entire legal holding in Pebble. Following this transfer Mr Errington will no longer have any indirect beneficial interest in Pebble via KOF. However, Mr Errington now has a direct beneficial interest in one of the Kestrel clients, Kestrel KAPPA Investments Ltd , that is receiving 818,058 Shares in Pebble.

Following these transfers, on a combined basis, Kestrel's interest in Pebble remains unchanged and it continues to control voting rights over 30,785,529 Shares, representing 24.71% per cent of the Company's issued share capital.

Following the transfers described above, Kestrel's voting rights over the Shares of the Company are held through the following nominees:

Holding type	Nominee	No. of shares	% of issued share capital
Indirect	APEX Group Nominees	29,740,494	23.87%
Direct	APEX Group Nominees	818,058	0.66%
Indirect	Bank of New York Nominees Ltd	226,977	0.18%

For further information please contact:

Peter Mayhead, Chief Executive +44 (0) 75 55 59 36 02

Cavendish (Nominated Adviser and Broker)

Marc Milmo / Teddy Whiley - Corporate Finance +44 (0) 207 220 0500

ANNEX

Template for 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	Chris Errington
2	Reason for the notification	
a)	Position/status	PCA - Kestrel Partners LLP are a PCA of Christopher Errington (non-executive director of Pebble Beach Systems Group plc and Partner in Kestrel)
b)	Initial notification /Amendment	Initial
3	Details of the issuer, emission, allowance, market participant, auction platform	

3	Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor								
a)	Name	Pebble Beach Systems Group plc							
b)	LEI	2138006Q5EZTDJM1BM38							
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	2.5p Ordinary Shares ISIN: GB0001482891							
b)	Nature of the transaction	Transfer between certain Kestrel clients.							
c)	Price(s) and volume(s)	<table><tr><td>Price(s)</td><td>Volume(s)</td></tr><tr><td>GBP 0.0549</td><td>30,558,552 Shares</td></tr><tr><td></td><td></td></tr></table>	Price(s)	Volume(s)	GBP 0.0549	30,558,552 Shares			
Price(s)	Volume(s)								
GBP 0.0549	30,558,552 Shares								
d)	Aggregated information	As above.							
e)	Date of the transaction	13/06/2025							
f)	Place of the transaction	London Stock Exchange							

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 rns@seg.com or visit 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

DSHBDGDLDDBDGUR