

THE PEBBLE GROUP PLC
("The Pebble Group" or the "Company")

**Notifications of transactions by Persons Discharging Managerial Responsibilities
(together 'PDMRs')**

The Board of The Pebble Group, a leading provider of technology, services and products to the global promotional products industry, announces that the cash dividend payments paid by the Company on 13 June 2025 to the PDMRs listed below in respect of the Ordinary Shares of 1 pence each ("Ordinary Shares") held by them in their respective International Share Trust Accounts were automatically reinvested by the purchase of Ordinary Shares at a price of 46 pence per Ordinary Share, as summarised below:

PDMR	Number of Shares Acquired	Share Price
Christopher Lee	4368	£0.46
Claire Thomson	3236	£0.46

The Pebble Group was notified of the transactions on 16 June 2025.

Christopher Lee now holds 6,474,442 Ordinary Shares, representing 4.06% of the Company's issued share capital.

Claire Thomson now holds 2,990,893 Ordinary Shares, representing 1.88% of the Company's issued share capital.

The notifications below, provided in accordance with the requirements of the UK Market Abuse Regulation, provide further details.

Enquiries

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About The Pebble Group

The Pebble Group is a provider of digital commerce, products and related services to the global promotional products industry, comprising two differentiated businesses, Facilisgroup and Brand Addition, focused on specific areas of the promotional products market. For further information, please visit www.thepebblegroup.com.

DEALING NOTIFICATION FORMS FOR USE BY PERSONS DISCHARGING MANAGERIAL RESPONSIBILITY AND THEIR CLOSELY ASSOCIATED PERSONS

Notification Forms

The Pebble Group plc (Company)

1	Details of PDMR/person closely associated with them (PCA)		
(a)	Name	<i>Christopher Lee</i>	
(b)	Position / status	<i>CEO</i>	
(c)	Initial notification/amendment	<i>Initial notification</i>	
2	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	<i>Ordinary Shares of 1 pence</i>	
(b)	Nature of the transaction	<i>Acquisition (reinvestment of dividend payments by the purchase of Ordinary Shares by the PDMR's International Share Trust Account provider, MUFG Corporate Markets, on behalf of the PDMR).</i>	
(c)	Price(s) and volume(s)	Price(s)	Volume(s)
		£0.46	4368
(d)	Aggregated information Aggregated volume Price	N/A	
(e)	Date of the transaction	13/06/2025	
(f)	Place of the transaction	London Stock Exchange	

1	Details of PDMR/person closely associated with them (PCA)		
(a)	Name	<i>Claire Thomson</i>	
(b)	Position / status	<i>CFO</i>	
(c)	Initial notification/amendment	<i>Initial notification</i>	
2	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	<i>Ordinary Shares of 1 pence</i>	
(b)	Nature of the transaction	<i>Acquisition (reinvestment of dividend payments by the purchase of Ordinary Shares by the PDMR's International Share Trust Account provider, MUFG Corporate Markets, on behalf of the PDMR).</i>	
(c)	Price(s) and volume(s)	Price(s)	Volume(s)
		£0.46	3236
(d)	Aggregated information Aggregated volume Price	N/A	
(e)	Date of the transaction	13/06/2025	
(f)	Place of the transaction	London Stock Exchange	

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