

*This announcement contains inside information for the purposes of Article 7 of the Market Abuse Regulation (EU) 596/2014 as it forms part of UK domestic law by virtue of the European Union (Withdrawal) Act 2018 ("MAR"), and is disclosed in accordance with the Group's obligations under Article 17 of MAR. Upon the publication of this announcement, this inside information is now considered to be in the public domain.*

**Altitude Group plc**  
("Altitude", the "Company" or the "Group")

**Board Changes and Trading Update**

Altitude Group plc (AIM: ALT), the leading end-to-end solutions provider for branded merchandise, announces that Nichole Stella, Chief Executive Officer, has stepped down from her role and the Board with immediate effect in order to pursue other opportunities. The rest of the Board would like to thank Nikki for her leadership and significant efforts in supporting the Group since her appointment in 2017, and wish her well for the future.

To support the Group through the next phase of its growth, Alexander Brennan, Non-Executive Chair, has become Executive Chair and Deborah Wilkinson has expanded her responsibilities as Chief Operating Officer. They will be supported by incoming CFO Drew Whibley when he joins the Company in September. To ensure that good corporate governance standards are maintained, the Company has also commenced a search for a new independent non-executive director. Updates will be provided in due course.

**Trading Update**

As communicated on 17 June 2025, the Group continues to trade in line with market expectations for FY26 with positive performance across all three divisions. ACS has seen 43% growth in orders against the same period last year, the Group's collegiate Gear Shop solution is increasing its number of live locations to 45 by the end of August, and Services remains steady. The Board re-iterates its confidence about the Group's future.

**For enquiries, please contact:**

**Altitude Group plc**

Alexander Brennan, Executive Chair  
Deborah Wilkinson, Chief Operating Officer

Via Zeus

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