

System1 Group

8th August 2025

System1 Group PLC (AIM: SYS1)
("System1", or "the Company", or "the Group")

Director / PDMR Shareholding

System1 Group plc (AIM: SYS1) announces that it has received notification on 8th August 2025 of the following dealing in the Company's ordinary shares by one of its Directors ("Shares").

John Kearon, Founder and President of the Company, purchased 101,558 Shares at a price of £4.32. Following the purchase, John Kearon now holds 2,919,793 Shares, representing 23.01% of the Company's total voting rights.

The notification set out below is provided in accordance with the requirements of the EU Market Abuse Regulation.

The Company can be found at www.system1group.com.

For further information, please contact:

System1 Group PLC

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James Gregory, Chief Executive Officer

Chris Willford, Chief Financial Officer

Canaccord Genuity Limited

Tel: +44 (0)20 7523 8000

Simon Bridges / Andrew Potts / Harry Rees

This announcement, including the notification below, is made in accordance with the requirements of the EU Market Abuse Regulation.

Notification of a Transaction pursuant to Article 19(1) of Regulation (EU) No. 596/2014

1.	Details of the Person discharging managerial responsibilities ("PDMR") / person closely associated with them ("PCA")	
a)	Name	John Kearon
2.	Reason for the notification	
a)	Position / status	Founder & President
b)	Initial notification / amendment	Initial notification
3.	Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor	
a)	Name	System1 Group PLC
b)	Legal Entity Identifier	213800TDLR42C3Q9ZB74
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	Ordinary Shares GB00B1GVQH21

b)	Nature of the transaction	Purchase of shares	
c)	Price(s) and volume(s)	Price(s)	Volume(s)
		£4.32	101,558 shares
d)	Aggregated information - Aggregated volume - Aggregated price - Aggregated total	Not applicable	
e)	Date of the transaction	8 August 2025	
f)	Place of the transaction	London Stock Exchange	

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