

12 August 2025

THE PEBBLE GROUP PLC

("The Pebble Group", the "Group" or the "Company")

PDMR Dealings

The Pebble Group, a leading provider of technology, products and related services to the global promotional products industry, announces the following transactions by certain PDMRs of the Company pursuant to the Tender Offer to Shareholders announced on 21 July 2025.

Director and PDMR shareholdings

The PDMRs below tendered Ordinary Shares under their Individual Basic Entitlement as set out in the circular to Shareholders dated 21 July 2025 ("Circular").

The Ordinary Shares tendered by the PDMRs were purchased on 11 August by Panmure Liberum pursuant to the Repurchase Agreement, as set out in the Circular.

Following these transactions, the PDMRs, including persons closely associated with them, have the following interests in the Ordinary Shares of £0.01 each of the Company:

Director/PDMR	Shares held prior to the transactions	Net number of Shares tendered under the Tender Offer	Resultant holding in Pebble	% of Pebble Group shares in issue post Tender Offer and cancellation*
Christopher Lee	6,474,442	425,585	6,048,857	4.07%
Claire Thomson	2,990,893	194,494	2,796,399	1.88%

** As set out in the Circular, the Company will cancel all Ordinary Shares acquired in connection with the Tender Offer. The Issued Ordinary Share Capital of the Company following the cancellation of the acquired Ordinary Shares will be 148,714,709 and the percentages set out in this column are calculated accordingly.*

Unless otherwise defined in this announcement, capitalised terms used in this announcement will have the same meaning given to them in the Circular.

Enquiries:

The Pebble Group

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About The Pebble Group

The Pebble Group is a provider of technology, 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.

Forward Looking Statements

This announcement contains forward-looking statements. Forward-looking statements are neither historical facts nor assurances of future performance. They are based only on Pebble's current beliefs, expectations and assumptions regarding the future of its business, future plans and strategies, projections, anticipated events and trends, the economy and other future conditions. Because forward-looking statements relate to the future, such statements are subject to inherent uncertainties, risks and changes in circumstances that are difficult to predict and many of which are outside of Pebble's control. You should not rely on any of these forward-looking statements.

Important Notice

The offer period for the Tender Offer has now expired. No further tenders of any Ordinary Shares may be made pursuant to the Tender Offer. This announcement is not intended to, and does not constitute, or form part of, any offer to sell or an invitation to purchase or subscribe for any securities or a solicitation of any vote or approval in any jurisdiction. This announcement must be read in conjunction with the Circular.

This announcement and the Circular contain important information which should be read carefully. If any Shareholder is in any doubt as to the contents of this announcement and/or the Circular or the action it should take, it is recommended to seek its own financial and legal advice, including in respect of any tax consequences, immediately from its broker, bank manager, solicitor, accountant or other independent financial, tax or legal adviser.

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>Sale of Ordinary Shares under the Tender Offer</i>
(c)	Price(s) and volume(s)	Price(s) <i>£0.61</i> Volume(s) <i>425,585</i>
(d)	Aggregated information Aggregated volume Price	<i>N/A</i>
(e)	Date of the transaction	<i>11/08/2025</i>
(f)	Place of the transaction	<i>London Stock Exchange</i>

1	Details of PDMR/person closely associated with them (PCA)	
(a)	Name	<i>Claire Thomson</i>
(b)	Position / status	<i>CFO</i>
(c)	Initial	<i>Initial notification</i>

	notification/amendment	
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>Sale of Ordinary Shares under the Tender Offer</i>
(c)	Price(s) and volume(s)	Price(s) Volume(s)
		£0.61 194,494
(d)	Aggregated information Aggregated volume Price	<i>N/A</i>
(e)	Date of the transaction	11/08/2025
(f)	Place of the transaction	London Stock Exchange

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