

4 September 2025

GB GROUP PLC
("GBG" or the "Company")

Notification and public disclosure of transactions by persons discharging managerial responsibilities ("PDMR")

GBG confirms that, as disclosed in the Company's latest Annual Report and Accounts, on 19 July 2024 the Company granted awards over ordinary shares of 2.5p each in the Company ("Ordinary Shares") under the Performance Share Plan to Dev Dhiman and David Ward.

Dev Dhiman and David Ward currently have options (subject to meeting relevant conditions) over 562,550 and 479,571 Ordinary Shares, respectively, in aggregate.

The awards are set out in the table below. The awards reflect the maximum number of Ordinary Shares over which the awards may be exercised. The actual number will depend upon the extent that the performance conditions are met. The awards are subject to adjustment, malus and clawback, and a 2 year holding period.

Name of Executive Director	Performance Period of Award	Maximum number of Ordinary Shares subject to award	Price payable
Dev Dhiman	1 April 2024 - 31 March 2027	281,728	Nominal Value (2.5p per Ordinary Share)
David Ward	1 April 2024 - 31 March 2027	203,010	Nominal Value (2.5p per Ordinary Share)

The information below (set out in accordance with the requirements of the UK Market Abuse Regulation) provides further detail:

1.	Details of the person discharging managerial responsibilities / person closely associated										
a.	Name	1. Dev Dhiman 2. David Ward									
2.	Reason for the notification										
a.	Position/status	1. Chief Executive Officer 2. Chief Finance Officer									
b.	Initial notification /Amendment	Initial notification									
3.	Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor										
a.	Name	GB Group plc									
b.	LEI	213800RBAFZIBC7XR29									
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	Options over Ordinary Shares of 2.5 pence GB0006870611									
b.	Nature of the transaction	Grant of options under the Performance Share Plan									
c.	Price(s) and volume(s)	<table><tr><td></td><td>Price(p)</td><td>Volume</td></tr><tr><td>1</td><td>2.5</td><td>281,728</td></tr><tr><td>2</td><td>2.5</td><td>203,010</td></tr></table>		Price(p)	Volume	1	2.5	281,728	2	2.5	203,010
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1	2.5	281,728									
2	2.5	203,010									
d.	Aggregated information Aggregated volume Price	<table><tr><td></td><td>Price(p)</td><td>Volume</td></tr><tr><td>1</td><td>2.5</td><td>281,728</td></tr><tr><td>2</td><td>2.5</td><td>203,010</td></tr></table>		Price(p)	Volume	1	2.5	281,728	2	2.5	203,010
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1	2.5	281,728									
2	2.5	203,010									

e.	Date of the transaction	19 July 2024
f.	Place of the transaction	Outside of a trading venue

- Ends-

For further information, please contact:

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