

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

**Director/PDMR Dealing**

Altitude Group plc (AIM: ALT), the leading end-to-end solutions provider for branded merchandise, announces the following dealings made by a director in its ordinary shares of 0.4p each ("**Ordinary Shares**").

On 11 September 2025, Martin Varley, Non-Executive Director, purchased 53,122 Ordinary Shares at an average price of 26.90 pence per share. Following the purchase of Ordinary Shares, Martin Varley's beneficial holding is 9,773,938 Ordinary Shares, representing approximately 13.40% of the Company's issued share capital.

**For further information:**

**Altitude Group plc**  
Alexander Brennan, Executive Chair  
Deborah Wilkinson, Chief Operating Officer

Via Zeus

**Zeus** (Nominated Adviser & Broker)  
Dan Bate / James Edis (Investment Banking)  
Dominic King (Corporate Broking)

Tel: 0203 829 5000

**Notification and public disclosure of transactions by persons discharging managerial responsibilities and persons closely associated with them**

1	Details of the person discharging managerial responsibilities/person closely associated		
a)	Name:	Martin Varley	
2	Reason for the notification		
a)	Position/Status:	Non-Executive Director	
b)	Initial Notification/Amendment:	Initial Notification	
3	Details of the issuer, emission allowance market participation, auction platform, auctioneer or auction monitor		
a)	Name:	Altitude Group plc	
b)	LEI:	213800VACSTYYSI39R89	
4.	Details of 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 of 0.4p	
	Identification code:	GB00B0LSFV82	
b)	Nature of the transaction:	Share Purchase	
c)	Price(s) and volume(s):	Price(s)	Volume(s)
		26.88p	3,122
		26.90p	40,000
		26.90p	10,000
d)	Aggregated volume: Price:	53,122 at 26.90p	
e)	Date of the Transaction:	11 September 2025	
f)	Place of the Transaction:	London Stock Exchange AIMX	

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