

System1 Group

15 September 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 15 September 2025 of the following dealing in the Company's ordinary shares by one of its Directors ("**Shares**").

James Gregory, Chief Executive Officer of the Company, transferred 15,384 Shares to his wife, Hannah Gregory at nil consideration per Share. Following the transfer, the aggregate beneficial interest in the Company of James Gregory remains unchanged and he holds 15,384 Shares in the Company, representing 0.12% 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

Tel: +44 (0)20 7043 1000

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

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	James Gregory
2.	Reason for the notification	
a)	Position / status	Chief Executive Officer
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	Transfer of shares to Hannah Gregory (wife) for nil consideration	
c)	Price(s) and volume(s)	Price(s)	Volume(s)
		Nil	15,384 shares
d)	Aggregated information - Aggregated volume - Aggregated price - Aggregated total	Not applicable	
e)	Date of the transaction	15 September 2025	
f)	Place of the transaction	London Stock Exchange	

1.	Details of the Person discharging managerial responsibilities ("PDMR") / person closely associated with them ("PCA")		
a)	Name	Hannah Gregory	
2.	Reason for the notification		
a)	Position / status	Person closely associated with James Gregory, Chief Executive Officer	
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	Acquisition of shares following transfer from James Gregory (husband) for nil consideration	
c)	Price(s) and volume(s)	Price(s)	Volume(s)
		Nil	15,384 shares
d)	Aggregated information <ul style="list-style-type: none">- Aggregated volume- Aggregated price- Aggregated total	Not applicable	
e)	Date of the transaction	15 September 2025	
f)	Place of the transaction	London Stock Exchange	

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