

17 September 2025

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

**Exercise of Options and PDMR dealing**

Tribal (AIM: TRB), a leading provider of software and services to the international education management market, announces that on 16<sup>th</sup> September the Company granted 1,150,975 nil cost options ("Options") over ordinary shares ("Ordinary Shares") of 5p each in the Company. The options, representing approximately 0.6% of the Company's issued shares, were granted to certain members of senior management including Executive Directors and certain Persons Discharging Management Responsibility ("PDMR") under the terms of the Company's 2022 Long Term Incentive Plan.

The award has been granted subject to performance conditions based on the Group's Key Performance Indicators (KPIs) over three years. The Options in respect of Mark Pickett and Diane McIntyre will ordinarily vest in equal parts over three years and may not be exercised before 16<sup>th</sup> September 2028. The Options in respect of Chloe Payne and Tawfiq Sleett will ordinarily vest over one year and may not be exercised before 16<sup>th</sup> September 2026.

1.	Details of the person discharging managerial responsibilities/person closely associated		
(a)	Names	A. Mark Pickett B. Diane McIntyre C. Chloe Payne D. Tawfiq Sleett	
2.	Reason for the notification		
(a)	Position/status	PDMR	
(b)	Initial notification/ Amendment	Initial notification	
3.	Details of the issuer		
(a)	Name	Tribal Group plc	
(b)	LEI	213800Y8XLJFIXDY8J06	
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	Options over Ordinary Shares of £0.05 each	
(b)	Identification code of the Financial Instrument	GB0030181522	
(c)	Nature of the transaction	Issue of Options	
(d)	Price(s) and volume(s)	Price(s)	Volume(s)
		A. Nil cost	550,000
		B. Nil cost	400,000
		C. Nil cost	168,455
		D. Nil cost	32,520
(e)	Aggregated information - Aggregated volume - Price	1,251,463 Shares  Nil cost	
(f)	Date of the transaction	16 September 2025	
(g)	Place of the	Outside a trading venue	

	transaction	
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Enquiries:

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**About Tribal Group plc**

Tribal Group plc is a pioneering world-leader of education software and services. Its vision is to enable student success through expertise, software and services on its journey to becoming a pure-play EdTech SaaS business, with global reach. Its portfolio includes Student Information Systems; a broad range of education services covering quality assurance, peer review, benchmarking and improvement; and student surveys that provide the leading global benchmarks for student experience. Working with Higher Education, Further and Tertiary Education, schools, Government and State bodies, training providers and employers, in over 55 countries; Tribal Group's mission is to empower the world of education with products and services that underpin student success.

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