

23 September 2025

**IG Design Group plc**  
(The 'Company' or 'Design Group')  
**Notifications of transactions by Persons Discharging Managerial Responsibilities**  
**(together 'PDMRs')**

The Company was notified on 22 September 2025 of the exercise of nil cost options over ordinary shares of 5 pence each ("Shares") in the Company under IG Design Group plc's Long Term Incentive Plan (the 'LTIP') by Joy Laws on 22 September 2025 as set out below. Sufficient Shares were sold to meet the income tax and national insurance liabilities arising from the exercise. The net Shares acquired have been retained by Joy Laws.

<b>PDMR</b>	<b>Number of Shares Under Option Exercised</b>	<b>Transaction Date</b>	<b>Number of Shares Sold</b>	<b>Share Price</b>	<b>Total Holding Following Exercise</b>
Joy Laws, Group General Counsel & Company Secretary	10357	22 September 2025	4924	£0.5405	5433

The Company further announces that on 22 September 2025 (the 'Grant Date') the following awards in respect of Shares in the Company were made by way of nil cost option under the LTIP to PDMRs as set out below.

The awards are consistent with the terms set out in the Directors' Remuneration Report in the FY2025 Annual Report and Accounts.

The number of Shares subject to the options awarded has been calculated using a share price of 57.761 pence, being the average of the volume weighted average price of Shares on AIM for each of the 30 Dealing Days immediately preceding the Grant Date.

<b>Award</b>	<b>PDMR</b>	<b>Number of Shares Under Option</b>	<b>Option Price</b>	<b>Holding Period</b>
LTIP - Performance Share Award	Rohan Cummings, Chief Financial Officer	824,734	Nil	2 Years
LTIP - Performance Share Award	Joy Laws, Group General Counsel & Company Secretary	48,212	Nil	N/A
LTIP - Restricted Share Award	Joy Laws, Group General Counsel & Company Secretary	20,662	Nil	N/A

The Options under the LTIP will vest on 22 September 2028 subject to the achievement of performance conditions for the Performance Share Awards. Restricted Share Awards are not subject to performance conditions.

Vested options for Rohan Cummings will be subject to a two-year holding period.

If options vest, they will normally be exercisable until the tenth anniversary of the Grant Date.

The notification of dealing forms can be found below.

This notification is made in accordance with the requirements of the UK Market Abuse Regulation.

For further information, please contact:

**IG Design Group plc**  
Stewart Gilliland, Interim Executive Chair  
Rohan Cummings, Chief Financial Officer

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1	Details of the person discharging managerial responsibilities/ person closely associated							
a)	Name		Joy Laws					
2	Reason for the notification							
a)	Position/Status		PDMR & Group General Counsel & Company Secretary					
b)	Initial notification/Amendment		Initial notification					
3	Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor							
a)	Name		IG Design Group plc					
b)	LEI		213800J8I5XDZ3JU8496					
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 transaction have been conducted							
a)	Description of the financial instrument, type of instrument Identification code		Ordinary Shares of 5 pence each ISIN: GB0004526900					
b)	Nature of the transaction		Exercise of Nil Cost Options under the IG Design Group plc's Long Term Incentive Plan					
c)	Price(s) and volume (s)		Price(s)		Volume(s)			
			£Nil		10357			
d)	Aggregated information -Aggregated volume -Price		Aggregate Price		Aggregate Volume		Aggregate Total	
			N/A		N/A		N/A	
e)	Date of the transaction		22 September 2025					
f)	Place of the transaction		Outside of Trading Venue					

1	Details of the person discharging managerial responsibilities/ person closely associated			
a)	Name	Joy Laws		
2	Reason for the notification			
a)	Position/Status	PDMR & Group General Counsel & Company Secretary		
b)	Initial notification/Amendment	Initial notification		
3	Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor			
a)	Name	IG Design Group plc		
b)	LEI	213800J8I5XDZ3JU8496		
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 transaction have been conducted			
a)	Description of the financial instrument, type of instrument Identification code	Ordinary Shares of 5 pence each ISIN: GB0004526900		
b)	Nature of the transaction	Sale of shares to cover tax and national insurance liabilities due to exercise of Long Term Incentive Plan Nil Cost Options		
c)	Price(s) and volume (s)	Price(s)		Volume(s)
		£0.5405		4924
d)	Aggregated information -Aggregated volume -Price	Aggregate Price	Aggregate Volume	Aggregate Total
		£0.5405	4924	£2661.42
e)	Date of the transaction	22 September 2025		
f)	Place of the transaction	AIM		

1	Details of the person discharging managerial responsibilities/ person closely associated	
a)	Name	Rohan Cummings
2	Reason for the notification	
a)	Position/Status	DDMR & Chief Financial Officer

a)	Position/Status	PDVIR & Chief Financial Officer		
b)	Initial notification/Amendment	Initial notification		
3	Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor			
a)	Name	IG Design Group plc		
b)	LEI	213800J8I5XDZ3JU8496		
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 transaction have been conducted			
a)	Description of the financial instrument, type of instrument Identification code	Ordinary Shares of 5 pence each ISIN: GB0004526900		
b)	Nature of the transaction	Grant of Nil Cost Options under Long Term Incentive Plan		
c)	Price(s) and volume (s)	Price(s)		Volume(s)
		57.761 p		824,734
d)	Aggregated information -Aggregated volume -Price	Aggregate Price		Aggregate Volume
		57.761 p		824,734
				Aggregate Total
				£476,374.6
e)	Date of the transaction	22 September 2025		
f)	Place of the transaction	Outside of Trading Venue		

1	Details of the person discharging managerial responsibilities/ person closely associated			
a)	Name	Joy Laws		
2	Reason for the notification			
a)	Position/Status	PDMR & Group General Counsel & Company Secretary		
b)	Initial notification/Amendment	Initial notification		
3	Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor			
a)	Name	IG Design Group plc		
b)	LEI	213800J8I5XDZ3JU8496		
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 transaction have been conducted			
a)	Description of the financial instrument, type of instrument Identification code	Ordinary Shares of 5 pence each ISIN: GB0004526900		
b)	Nature of the transaction	Grant of Nil Cost Options under Long Term Incentive Plan		
c)	Price(s) and volume (s)	Price(s)		Volume(s)
		57.761 p		68,874
d)	Aggregated information -Aggregated volume -Price	Aggregate Price		Aggregate Volume
		57.761 p		68,874
				Aggregate Total
				£39,782.3
e)	Date of the transaction	22 September 2025		
f)	Place of the transaction	Outside of Trading Venue		

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