

System1 Group

26th 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 25th September 2025 of the following dealing in the Company's ordinary shares by one of its Directors ("Shares").

Chris Willford, Chief Financial Officer of the Company, purchased 6,000 Shares at a price of £2.60. Following the purchase, Chris Willford now holds 39,666 Shares, representing 0.31% 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

This announcement, including the notification below, is made in accordance with the requirements of the EU Market Abuse Regulation.

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	Chris Willford
2.	Reason for the notification	
a)	Position / status	CFO
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	Purchase of shares	
c)	Price(s) and volume(s)	Price(s)	Volume(s)
		£2.60	6,000 shares
d)	Aggregated information - Aggregated volume - Aggregated price - Aggregated total	Not applicable	
e)	Date of the transaction	25 September 2025	
f)	Place of the transaction	London Stock Exchange	

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