

SpaceandPeople plc

("SpaceandPeople" or the "Group")

Director/PDMR Dealing

SpaceandPeople (AIM:SAL), the brand experience, retail and promotional specialist, announces that on 13 October 2025, Nancy Cullen, Chief Executive Officer, sold 27,500 ordinary shares of 10p each ("Ordinary Shares"). Following the disposal of Ordinary Shares, Nancy Cullen's beneficial holding is 68,800 Ordinary Shares, representing approximately 3.52% of the Company's issued share capital.

Contact details:

SpaceandPeople Plc **0845 241 8215**

Nancy Cullen, Gregor Dunlay

Zeus (Nominated Adviser and Broker) **0203 829 5000**

David Foreman, Ed Beddows

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:	Nancy Cullen
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 participation, auction platform, auctioneer or auction monitor	
a)	Name:	SpaceandPeople plc
b)	LEI:	2138006IEIC47Y7PAQ04
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: Identification code:	Ordinary shares of 10p GB00BPQDJM21
b)	Nature of the transaction:	Share Sale
c)	Price(s) and volume(s):	Price(s) Volume(s)
		260p 2,500
		242p 25,000
d)	Aggregated volume: Price:	27,500 at 244p
e)	Date of the Transaction:	13 October 2025
f)	Place of the Transaction:	London Stock Exchange AIMX

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