

21 October 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 21st October the Company granted 750,000 nil cost options ("Options") over ordinary shares ("Ordinary Shares") of 5p each in the Company. The options, representing approximately 0.35% of the Company's issued shares, were granted to 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 will ordinarily vest in equal parts over three years and may not be exercised before 21st October 2028.

1.	Details of the person discharging managerial responsibilities/person closely associated		
(a)	Names	A. Adam Fox B. Tawfiq Sleett C. Chloe Payne	
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	250,000
		B. Nil cost	250,000
		C. Nil cost	250,000
(e)	Aggregated information - Aggregated volume - Price	750,000 Shares Nil cost	
(f)	Date of the transaction	21 October 2025	
(g)	Place of the transaction	Outside a trading venue	

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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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