

17 November 2025

THE PEBBLE GROUP PLC

("The Pebble Group", the "Group" or the "Company")

Purchase of Shares by Employee Benefit Trust

The Pebble Group, a leading provider of technology, products and related services to the global promotional products industry, announces that on 14 November 2025 the trustee of The Pebble Group Employee Benefit Trust (the "**EBT**") purchased a total of 200,000 ordinary shares of 1 pence each ("**Ordinary Shares**") at a price of £0.45375 per Ordinary Share ("**Share Purchase**").

Established in December 2023, the EBT is a discretionary trust, which has been established for the benefit of employees and is administered by JTC Employer Solutions Trustee Limited. The EBT is funded by the Company by way of either gift or loan. The Ordinary Shares purchased will be held and used to satisfy the future vesting of share or share option awards granted to participants under the rules of The Pebble Group Long Term Incentive Plan ("**LTIP**"). The EBT has waived its rights to dividends.

Following the transaction, a total of 289,082 Ordinary Shares representing 0.19 per cent of the Group's total voting rights are held in the EBT.

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About The Pebble Group

The Pebble Group is a provider of technology, products and related services to the global promotional products industry, comprising two differentiated businesses, Facilisgroup and Brand Addition, focused on specific areas of the promotional products market. For further information, please visit www.thepebblegroup.com.

information, please contact ms@seg.com or visit www.ms.com.

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