

25 November 2025

**Software Circle plc**  
("Software Circle", the "Company" or the "Group")

**Director/PDMR Shareholding**

Software Circle (AIM: SFT) has been notified that, Iain Stewart Brown, Chief Financial Officer and a person discharging managerial responsibilities, has today purchased 41,425 Ordinary Shares at a price of 24.14 pence per share. Mr Brown now has a total beneficial interest in 166,379 Ordinary Shares, equivalent to 0.04 per cent. of the Company's issued share capital.

Details of the FCA notification, made in accordance with the requirements of the UK Market Abuse Regulation, are set out further below.

**For further information:**

**Software Circle plc**  
Gavin Cockerill (CEO)

via [investors@softwarecircle.com](mailto:investors@softwarecircle.com)

**Allenby Capital Limited (Nominated Adviser and broker)**  
David Hart / Piers Shimwell (Corporate Finance)  
Joscelin Pinnington / Amrit Nahal (Sales and Corporate Broking)

Notes to editors:

Software Circle plc (AIM: SFT) has a mission: to be a leading serial acquirer and operator of Vertical Market Software businesses in the UK and Ireland - a permanent home for software leaders, teams, and customers. These are mission-critical systems, deeply embedded in the day-to-day workflows of users.

We help founders find the right exit strategy, acquiring businesses at appropriate valuations, supporting their organic growth over time, and reinvesting the free cash flow they generate into further value-accretive opportunities. We are building a group that gives shareholders diversified exposure to these software businesses, with discipline, alignment, and operational know-how.

Software Circle continues operations in an independent, decentralised way, and maintains the entrepreneurial spirit and culture that exists in the businesses acquired, enabling organic growth to be driven. Our goal is to create an environment where motivated teams can do their best work for the benefit of the most important stakeholder: the end customer.

For more information visit [www.softwarecircle.com](http://www.softwarecircle.com).

**Notification and public disclosure of transactions by persons discharging managerial responsibilities and persons closely associated with them.**

1.	<b>Details of the person discharging managerial responsibilities / person closely associated</b>	
a)	Name	Iain Stewart Brown
2.	<b>Reason for the Notification</b>	
a)	Position/status	PDMR (Chief Financial Officer)
b)	Initial notification/Amendment	Initial Notification
3.	<b>Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor</b>	
a)	Name	Software Circle plc
b)	LEI	213800OKT12518K5KM22
4.	<b>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</b>	
a)	Description of the Financial instrument, type of instrument	Ordinary shares of 1p each
	Identification code	ISIN: GB0009638130
b)	Nature of the transaction	Purchase of Ordinary shares

b)	Price(s) and volume(s)	Price(s) 24.14	Volume(s) 41,425
d)	Aggregated information: - Aggregated volume - Price	n/a - single transaction n/a - single transaction	
e)	Date of the transaction	25 November 2025	
f)	Place of the transaction	London Stock Exchange, AIM. Identification code - XLON	

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