

1 December 2025

AIM: PEB

**Pebble Beach Systems Group plc
("Pebble" or the "Group")**

Board Change

Pebble Beach Systems Group plc, the specialist software solutions provider for the broadcast and streaming markets globally, announces that John Varney is stepping down from his role as Chairman and will step off the Board. The Board is pleased to announce the appointment of Tom Crawford as Non-Executive Chairman of the Company. These changes take effect today.

John Varney has retired from the Board after fourteen years, almost nine of which were as Chairman. John has done an outstanding job in helping the business re-establish itself in the playout and streaming markets, whilst at the same time dealing with the considerable challenges of global pandemic and industry upheaval. The Board would like to thank John for all his work and wishes him well for the future.

Tom has over 25 years' experience with publicly quoted companies, especially software companies. He has a strong track record of developing, building and growing international product-based software and services businesses, both organically and through acquisition, to unlock opportunity.

Tom was Chief Executive Officer of Aptitude Software Group Plc (Main Market listed), the global financial management software company, and led its successful expansion into North America and Asia Pacific as well as into new market verticals. He was also previously Chairman of Attract Group (AIM listed), the SaaS ecommerce solutions provider and Chairman of K3 Business Technology Group (AIM listed), which provided business-critical software solutions. He is currently Chairman of Made With Intent, the AI real-time ecommerce agent start-up.

Trading since the Group's last update in August has continued the momentum shown at the time of that update and the Board re-iterates its confidence in delivering both against the Board's expectations for the current financial year and achieving a net cash position during the course of FY 2026.

John Varney, outgoing Chairman of Pebble Beach Systems Group plc, said,

"It has been a privilege to work with a talented Board and Senior Leadership as we turned the business around and developed new markets and technologies. With close to 50 years' experience in Broadcasting and Content creation, both as customer and supplier, I know that Pebble will continue to be a dominant player in the industry"

Tom Crawford, newly appointed Chairman of Pebble Beach Systems Group plc, said,

"I am delighted to be joining Pebble today. The Board, led by John, has executed a strategy that has laid the path for achieving a net cash position in 2026 as well as earnings growth. There are opportunities to build on what has been achieved so far, and I look forward to working with the Board and the wider team as we carefully assess these opportunities in a new chapter for the Group."

On behalf of the Board, I would like to thank John for his dedication and commitment to Pebble over many years."

Enquiries:

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Regulatory Disclosures

Save for the information set out above and below, there are no further disclosures to be made in accordance with Rule 17 and Schedule Two paragraph (g) of the AIM Rules in respect of the appointment of Tom Crawford, aged 57 years. Tom Crawford does not hold any beneficial interest in the Company's share capital.

| Current directorships | Past directorships (within five years) |
|------------------------------|---|
| Made With Intent Limited | K3 Business Technology Group plc |
| Vastude Limited | K3 Business Technologies Ireland Limited |
| Q Learning Nepal Trust CIO | Attract Group Limited |

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