

Pebble Beach Systems Group plc

(the "Company" or the "Group")

Director/PDMR Shareholding

Pebble Beach Systems Group plc (AIM: "PEB", "Pebble" or the "Group"), the specialist software solutions provider for the broadcast and streaming markets globally, announces that it has received notification from Tom Crawford, Non-Executive Chairman of the Group, that on 3 December 2025 he purchased 248,554 ordinary shares of 2.5 pence each ("Ordinary Shares"), at a price of 17.3 pence per Ordinary Share.

Following this purchase Tom Crawford holds 248,554 Ordinary Shares, representing 0.20 per cent. of the Company.

For further information please contact:

Peter Mayhead, Chief Executive

+44 (0) 75 55 59 36 02

Cavendish Capital Markets Limited (Nominated Adviser and Broker)

Marc Milmo / Teddy Whaley / Elysia Bough - Corporate Finance

+44 (0) 207 220 0500

Tim Redfern/Sunila de Silva - ECM

About Pebble Beach Systems

Pebble Beach Systems (trading as Pebble) is a leading global software business specialising in playout automation and integrated channel solutions for the broadcast and streaming markets. Founded in 2000, Pebble has commissioned systems in more than 70 countries, with proven installations ranging from single up to over 150 channels in operation, and around 2000 channels currently on air under the control of our automation technology. An innovative, agile company, Pebble is focused on discovering its customers' requirements and pain points, designing solutions which will address these elegantly and efficiently, and delivering and supporting these professionally and in accordance with its users' needs.

ANNEX

Template for 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	Tom Crawford
2	Reason for the notification	
a)	Position/status	Non-Executive Chairman
b)	Initial notification /Amendment	Initial
3	Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor	
a)	Name	Pebble Beach Systems Group plc
b)	LEI	2138006Q5EZDJMIBM38
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, type of instrument Identification code	Ordinary Shares ISIN: GB0004482804

		ISIN: GB0001482891								
b)	Nature of the transaction	Purchase of Ordinary Shares								
c)	Price(s) and volume(s)	<table><tr><td>Transaction</td><td>Price(s)</td><td>Volume(s)</td></tr><tr><td>Purchase of Ordinary Shares</td><td>17.3 pence</td><td>248,554</td></tr></table>			Transaction	Price(s)	Volume(s)	Purchase of Ordinary Shares	17.3 pence	248,554
Transaction	Price(s)	Volume(s)								
Purchase of Ordinary Shares	17.3 pence	248,554								
d)	Aggregated information	As above.								
e)	Date of the transaction	03/12/2025								
f)	Place of the transaction	London Stock Exchange, AIM Market (XLON)								

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