

Pebble Beach Systems Group plc

(the "Company" or the "Group")

Director/PDMR Shareholding

Pebble Beach Systems Group plc ("Pebble" or the "Company"), a leading global software business specialising in playout automation and content management solutions for the broadcast and streaming service markets, announces that it received notification from Chris Errington, Non-Executive Director, of the following transfer, which took place on 2 December 2025 at a price of £0.16 per share.

Mr. Errington is a partner of, and holds a beneficial interest in, Kestrel Partners LLP ("Kestrel").

Kestrel transferred 94,000 ordinary shares of 2.5p each in Pebble ("Shares") held by certain Kestrel clients to certain other Kestrel clients. Mr. Errington has a beneficial interest in Kestrel KAPPA Investments Ltd, a Kestrel client that is receiving 47,000 Shares in Pebble. Following this transfer Kestrel KAPPA Investments Ltd holds 865,058 Shares in Pebble.

Following this transfer, on a combined basis, Kestrel's interest in Pebble remains unchanged and it continues to control voting rights over 30,785,529 Shares, representing 24.71% per cent of the Company's issued share capital.

Following the transfers described above, Kestrel's voting rights over the Shares of the Company are held through the following nominees:

Nominee	No. of shares	% of issued share capital
APEX Group Nominees	29,787,494	23.91%
APEX Group Nominees	865,058	0.69%
iDealing Nominees Limited	132,977	0.11%

For further information please contact:

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Marc Milmo / Teddy Whiley - Corporate Finance

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	Chris Errington
2	Reason for the notification	
a)	Position/status	PCA - Kestrel Partners LLP are a PCA of Christopher Errington (non-executive director of Pebble Beach Systems Group plc and Partner in Kestrel)
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	2138006Q5EZTDJMIBM38		
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	2.5p Ordinary Shares		
	Identification code	ISIN: GB0001482891		
b)	Nature of the transaction	Transfer between certain Kestrel clients.		
c)	Price(s) and volume(s)	Price(s)	Volume(s)	
		GBP 0.16	94,000 Shares	
d)	Aggregated information	As above.		
e)	Date of the transaction	02/12/2025		
f)	Place of the transaction	London Stock Exchange		

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