

**Altitude Group plc**  
("Altitude", the "Company" or the "Group")

**Director/PDMR Dealing**

Altitude Group plc (AIM: ALT), the leading end-to-end solutions provider for branded merchandise, announces that it has been notified that Deborah Wilkinson, Chief Operating Officer, has transferred ordinary shares of 0.4p each ("Ordinary Shares") held by her to an Individual Savings Account ("ISA") held in her name.

The transfer was effected by a sale of 99,500 Ordinary Shares on 19 December 2025 at a price of 20 pence per Ordinary Share, and a subsequent repurchase of 99,500 Ordinary Shares at a price of 20.03 pence per Ordinary Share.

Following the above transactions the number and beneficial ownership of Shares held by Deborah is unchanged at 884,380 Shares, being 1.21% of the issued share capital of the Company.

**For further information:**

**Altitude Group plc**

Alexander Brennan, Executive Chair  
Deborah Wilkinson, Chief Operating Officer

Via Zeus

**Zeus (Nominated Adviser & Broker)**

Dan Bate / James Edis (Investment Banking)  
Dominic King (Corporate Broking)

Tel: 0203 829 5000

**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:	Deborah Wilkinson						
2	<b>Reason for the notification</b>							
a)	Position/Status:	Chief Operating Officer						
b)	Initial Notification/Amendment:	Initial Notification						
3	<b>Details of the issuer, emission allowance market participation, auction platform, auctioneer or auction monitor</b>							
a)	Name:	Altitude Group plc						
b)	LEI:	213800VACSTYYSI39R89						
4.	<b>Details of 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:  Identification code:	Ordinary shares of 0.4p  GB00B0LSFV82						
b)	Nature of the transaction:	a) Sale of Ordinary Shares b) Purchase of Ordinary Shares						
c)	Price(s) and volume(s):	a) Sale of Ordinary Shares <table border="1"><tr><td>Price</td><td>Volume</td></tr><tr><td>20p</td><td>99,500</td></tr></table> b) Purchase of Ordinary Shares <table border="1"><tr><td>Price</td><td>Volume</td></tr></table>	Price	Volume	20p	99,500	Price	Volume
Price	Volume							
20p	99,500							
Price	Volume							

		20.03p   99,500
d)	Aggregated volume: Price:	As above
e)	Date of the Transaction:	a) 19 December 2025 b) 19 December 2025
f)	Place of the Transaction:	London Stock Exchange AIMX

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