

**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	Details of the person discharging managerial responsibilities/person closely associated							
a)	Name:	Deborah Wilkinson						
2	Reason for the notification							
a)	Position/Status:	Chief Operating Officer						
b)	Initial Notification/Amendment:	Initial Notification						
3	Details of the issuer, emission allowance market participation, auction platform, auctioneer or auction monitor							
a)	Name:	Altitude Group plc						
b)	LEI:	213800VACSTYYSI39R89						
4.	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.							
a)	Description of the financial instrument:	Ordinary shares of 0.4p						
	Identification code:	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><tr><td>Price</td><td>Volume</td></tr><tr><td>20p</td><td>99,500</td></tr></table> b) Purchase of Ordinary Shares <table><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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