



NS     Director/PDMR Shareholding

DIRECTOR DEALING

[SPACEANDPEOPLE PLC](#)

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SpaceandPeople PLC  
29 April 2025

SpaceandPeople plc  
("SpaceandPeople")  
Director Dealing

SpaceandPeople (AIM:SAL) the retail, promotional and brand experience specialist, announces that the Company was notified on 28 April 2025 that George Watt (Chairman), Andrew Keiller (COO) and Gregor Dunlay (CFO) purchased, in aggregate, 37,000 ordinary shares of 10p each in the Company ("Ordinary Shares"), at 102.4p per Ordinary Share, being the 10 day average price to 25 April. The 37,000 Ordinary Shares were sold and transferred by Nany Cullen (CEO), meaning the overall Board equity interest is maintained at 8.7%.

Following the above transactions, the Directors holdings are as follows:

| Name           | Ordinary Shares (sold)/acquired | Resultant number of Ordinary Shares held | % of voting rights |
|----------------|---------------------------------|------------------------------------------|--------------------|
| Nancy Cullen   | (37,000)                        | 96,300                                   | 4.9%               |
| George Watt    | 12,500                          | 47,200                                   | 2.4%               |
| Andrew Keiller | 12,000                          | 13,500                                   | 0.7%               |
| Gregor Dunlay  | 12,500                          | 13,500                                   | 0.7%               |

Contact details:

SpaceandPeople Plc 0845 241 8215  
Nancy Cullen, Gregor Dunlay

Zeus (Nominated Adviser and Broker) 0203 829 5000  
David Foreman, Ed Beddows

Notification and public disclosure of transactions by Persons Discharging Managerial Responsibilities ("PDMR") and persons closely associated with them ("PCA")

| Notification of a Transaction pursuant to Article 19(1) of Regulation (EU) No. 596/2014   |      |                 |  |
|-------------------------------------------------------------------------------------------|------|-----------------|--|
| 1 Details of the person discharging managerial responsibilities/person closely associated |      |                 |  |
| a.                                                                                        | Name | 1. Nancy Cullen |  |
|                                                                                           |      | 2. George Watt  |  |

|                                                                                                                                                                                                            |                                                                                        | 3. Andrew Keiller<br>4. Gregor Dunlay                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         |             |                  |           |                                                 |        |        |                                                    |        |        |                                                       |        |        |                                                      |        |        |  |  |
|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------|------------------|-----------|-------------------------------------------------|--------|--------|----------------------------------------------------|--------|--------|-------------------------------------------------------|--------|--------|------------------------------------------------------|--------|--------|--|--|
| <b>2 Reason for notification</b>                                                                                                                                                                           |                                                                                        |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               |             |                  |           |                                                 |        |        |                                                    |        |        |                                                       |        |        |                                                      |        |        |  |  |
| a.                                                                                                                                                                                                         | Position/Status                                                                        | 1. CEO<br>2. Non-Executive Chairman<br>3. COO<br>4. CFO                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       |             |                  |           |                                                 |        |        |                                                    |        |        |                                                       |        |        |                                                      |        |        |  |  |
| b.                                                                                                                                                                                                         | Initial notification/<br>Amendment                                                     | Initial Notification                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          |             |                  |           |                                                 |        |        |                                                    |        |        |                                                       |        |        |                                                      |        |        |  |  |
| <b>3 Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor</b>                                                                                     |                                                                                        |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               |             |                  |           |                                                 |        |        |                                                    |        |        |                                                       |        |        |                                                      |        |        |  |  |
| a.                                                                                                                                                                                                         | Name                                                                                   | SpaceandPeople plc                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            |             |                  |           |                                                 |        |        |                                                    |        |        |                                                       |        |        |                                                      |        |        |  |  |
| b.                                                                                                                                                                                                         | LEI                                                                                    | 2138006IEIC47Y7PAQ04                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          |             |                  |           |                                                 |        |        |                                                    |        |        |                                                       |        |        |                                                      |        |        |  |  |
| <b>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</b> |                                                                                        |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               |             |                  |           |                                                 |        |        |                                                    |        |        |                                                       |        |        |                                                      |        |        |  |  |
| a.                                                                                                                                                                                                         | Description of the financial instrument, type of instrument<br><br>Identification Code | Ordinary Shares of 10p each<br>ISIN: GB00BPQDJM21                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             |             |                  |           |                                                 |        |        |                                                    |        |        |                                                       |        |        |                                                      |        |        |  |  |
| b.                                                                                                                                                                                                         | Nature of the transaction                                                              | Purchase and sale of 37,000 Ordinary Shares                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   |             |                  |           |                                                 |        |        |                                                    |        |        |                                                       |        |        |                                                      |        |        |  |  |
| c.                                                                                                                                                                                                         | Price(s) and volume(s)                                                                 | <table border="1"> <thead> <tr> <th>Transaction</th><th>Average Price(s)</th><th>Volume(s)</th></tr> </thead> <tbody> <tr> <td><b>1. Nancy Cullen</b><br/>Sale on 28 April 2025</td><td>102.4p</td><td>37,000</td></tr> <tr> <td><b>2. George Watt</b><br/>Purchase on 28 April 2025</td><td>102.4p</td><td>12,500</td></tr> <tr> <td><b>3. Andrew Keiller</b><br/>Purchase on 28 April 2025</td><td>102.4p</td><td>12,000</td></tr> <tr> <td><b>4. Gregor Dunlay</b><br/>Purchase on 28 April 2025</td><td>102.4p</td><td>12,500</td></tr> </tbody> </table> | Transaction | Average Price(s) | Volume(s) | <b>1. Nancy Cullen</b><br>Sale on 28 April 2025 | 102.4p | 37,000 | <b>2. George Watt</b><br>Purchase on 28 April 2025 | 102.4p | 12,500 | <b>3. Andrew Keiller</b><br>Purchase on 28 April 2025 | 102.4p | 12,000 | <b>4. Gregor Dunlay</b><br>Purchase on 28 April 2025 | 102.4p | 12,500 |  |  |
| Transaction                                                                                                                                                                                                | Average Price(s)                                                                       | Volume(s)                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     |             |                  |           |                                                 |        |        |                                                    |        |        |                                                       |        |        |                                                      |        |        |  |  |
| <b>1. Nancy Cullen</b><br>Sale on 28 April 2025                                                                                                                                                            | 102.4p                                                                                 | 37,000                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        |             |                  |           |                                                 |        |        |                                                    |        |        |                                                       |        |        |                                                      |        |        |  |  |
| <b>2. George Watt</b><br>Purchase on 28 April 2025                                                                                                                                                         | 102.4p                                                                                 | 12,500                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        |             |                  |           |                                                 |        |        |                                                    |        |        |                                                       |        |        |                                                      |        |        |  |  |
| <b>3. Andrew Keiller</b><br>Purchase on 28 April 2025                                                                                                                                                      | 102.4p                                                                                 | 12,000                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        |             |                  |           |                                                 |        |        |                                                    |        |        |                                                       |        |        |                                                      |        |        |  |  |
| <b>4. Gregor Dunlay</b><br>Purchase on 28 April 2025                                                                                                                                                       | 102.4p                                                                                 | 12,500                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        |             |                  |           |                                                 |        |        |                                                    |        |        |                                                       |        |        |                                                      |        |        |  |  |
| d.                                                                                                                                                                                                         | Aggregated information                                                                 | Purchase and sale of 37,000 Ordinary Shares at 102.4p per share                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               |             |                  |           |                                                 |        |        |                                                    |        |        |                                                       |        |        |                                                      |        |        |  |  |
| e.                                                                                                                                                                                                         | Date of the transactions                                                               | 28/04/2025                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    |             |                  |           |                                                 |        |        |                                                    |        |        |                                                       |        |        |                                                      |        |        |  |  |
| f.                                                                                                                                                                                                         | Place of the transaction                                                               | Off market                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    |             |                  |           |                                                 |        |        |                                                    |        |        |                                                       |        |        |                                                      |        |        |  |  |

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