03 July 2026

CloudCoCo Group plc
("CloudCoCo", the "Company" or the "Group")

Grant of EMI Share Options and Director/PDMR Dealing

CloudCoCo (AIM: CLCO), the Sheffield-based e-commerce and IT procurement business, announces the grant of EMI options over 16,000,000 ordinary shares of 0.01 pence each in the Company ("Ordinary Shares") to members of its management team under the Company's EMI Share Option Plan adopted on 27 September 2016.

The options represent approximately 1.71% of the Company's current issued ordinary share capital of 935,382,352 Ordinary Shares. They have an exercise price of 0.175 pence per Ordinary Share, being the closing mid-market price on 2 July 2026, and are intended to qualify as EMI options. The options may not be exercised unless the Company's share price is at least 0.265 pence per Ordinary Share on the date notice of exercise is received, representing a 51.4% increase over the grant price.

The grant follows the Company's interim results for the six months ended 31 March 2026, announced on 30 June 2026, and is intended to incentivise and retain management as the Group continues to pursue sustainable profitability and long-term shareholder value.

The options will normally vest on 2 July 2029 and may be exercised thereafter until 2 July 2036, subject to the rules of the scheme, continued employment and satisfaction of the applicable performance condition above.

Details of the grants are set out below:

Name	**Role**	**Number of New Options granted at 0.175p per share**	**Number of Existing Options granted at 1.00p per share**	**Total Number of Options held**
Peter Nailer	Managing Director - Trading Businesses	10,000,000	1,000,000	11,000,000
Darron Giddens	Chief Financial Officer - CloudCoCo Group plc	3,500,000	7,000,000	10,500,000
Simon Duckworth	Non-Executive Chairman - CloudCoCo Group plc	2,500,000	—	2,500,000

The options have been granted under the Company's existing EMI share option arrangements and are separate from the employee option arrangements approved by shareholders on 27 March 2026 in connection with Project Brightstar.

Following the grant, the current number of options over Ordinary Shares granted and outstanding is 90,425,000, representing approximately 9.67% of the Company's issued ordinary share capital.

Details of the director dealings are set out in the table at the end of this announcement, which has been provided in accordance with the requirements of the UK Market Abuse Regulation.

Contacts:

CloudCoCo Group plc Tel: +44 (0) 114 292 2930

Simon Duckworth (Chairman)
Darron Giddens (CFO)
Peter Nailer (Managing Director)

Allenby Capital Limited – (Nominated Adviser & Broker) Tel: +44 (0)20 3328 5656

Jeremy Porter / Vivek Bhardwaj – Corporate Finance
Tony Quirke / Amrit Nahal – Equity Sales

About CloudCoCo

CloudCoCo is a streamlined, growth-focused e-commerce and IT procurement business based in Sheffield. Through Systems Assurance, the Group provides specialist IT procurement solutions, while MoreCoCo (www.morecoco.co.uk) delivers scalable e-commerce access to a broad range of technology products.

Backed by strong vendor partnerships and an experienced team of industry specialists, CloudCoCo helps organisations improve efficiency, security and agility, offering tailored solutions and next-day access to over one hundred thousand IT products.
www.cloudcoco.co.uk

Director/PDMR UK MAR disclosures

The following notification, made in accordance with the requirements of the UK Market Abuse Regulation, gives further details.

1	**Details of the person discharging managerial responsibilities / person closely associated**	
a)	Name	Simon Duckworth
2	**Reason for the notification**	
a)	Position/status	Non-Executive Chairman
b)	Initial notification /Amendment	Initial notification
3	**Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor**	
a)	Name	CloudCoCo Group Plc
b)	LEI	213800D4GJKAFHT5TB32
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	Options to subscribe for new Ordinary shares of 0.01p each in CloudCoCo Group Plc GB00B8GRBX01
b)	Nature of the transaction	Grant of Options
c)	Price(s) and volume(s)	Exercise Price: 0.175p Volume: 2,500,000
d)	Aggregated information: - Aggregated volume - Price	N/A
e)	Date of the transaction	2 July 2026

f)	Place of the transaction	Outside of a trading venue.

1	**Details of the person discharging managerial responsibilities / person closely associated**	
a)	Name	Darron Giddens
2	**Reason for the notification**	
a)	Position/status	Chief Financial Officer
b)	Initial notification /Amendment	Initial notification
3	**Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor**	
a)	Name	CloudCoCo Group Plc
b)	LEI	213800D4GJKAFHT5TB32
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	Options to subscribe for new Ordinary shares of 0.01p each in CloudCoCo Group Plc GB00B8GRBX01
b)	Nature of the transaction	Grant of Options
c)	Price(s) and volume(s)	Exercise Price: 0.175p Volume: 3,500,000
d)	Aggregated information: - Aggregated volume - Price	N/A
e)	Date of the transaction	2 July 2026
f)	Place of the transaction	Outside of a trading venue.