

13 July 2026

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

Director/PDMR Shareholding - Acquisition of Shares by Non-Executive Chairman

CloudCoCo Group plc (AIM: CLCO) the Sheffield-based e-commerce and IT procurement group delivering tailored, next-day IT solutions through its Systems Assurance and MoreCoCo divisions, has been notified that on 10 July 2026 Simon Duckworth, Non-Executive Chairman, purchased 7,500,000 ordinary shares of 0.01 pence each in the Company ("**Ordinary Shares**") at a price of 0.165 pence per Ordinary Share.

Following this purchase, Simon Duckworth directly holds 132,500,000 Ordinary Shares, representing approximately 14.17% of the Company's issued share capital. Taking into account his wife's existing shareholding of 75,183,333 Ordinary Shares, Simon Duckworth and Lady Caroline Duckworth hold, in aggregate, 207,683,333 Ordinary Shares, representing approximately 22.20% of the Company's issued share capital.

Details of the director dealing 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
Simon Duckworth (Chairman)
Darron Giddens (CFO)
Peter Nailer (Managing Director)

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Allenby Capital Limited – (Nominated Adviser & Broker)
Jeremy Porter / Vivek Bhardwaj – Corporate Finance
Tony Quirke / Amrit Nahal – Equity Sales

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About CloudCoCo

CloudCoCo is a streamlined, growth-focused technology group specialising in e-commerce and IT procurement business based in Sheffield. Combining expert IT procurement solutions through Systems Assurance with the scalable e-commerce capabilities of MoreCoCo (www.morecoco.co.uk), helping organisations deliver enhanced efficiency, security, and agility. Backed by strong vendor partnerships and a team of industry specialists, we deliver tailored solutions and next-day access to hundreds of thousands of 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	Ordinary shares of 0.01p each in CloudCoCo Group Plc Identification code (ISIN) for CloudCoCo Group Plc ordinary shares of 0.01 pence each: GB00B8GRBX01
b)	Nature of the transaction	Purchase of ordinary shares
c)	Price(s) and volume(s)	Price: 0.165p Volume: 7,500,000
d)	Aggregated information: - Aggregated volume - Price	N/A
e)	Date of the transaction	10 July 2026
f)	Place of the transaction	London Stock Exchange, XLON