



Bidstack Group PLC - BIDS Directors/PDMR Shareholdings
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Bidstack Group PLC
14 May 2019

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Bidstack Group PLC ("Bidstack or "the Company")

Directors/PDMR Shareholdings

Further to the Company's £5 million fundraise at a price of 12.5p per share, as announced on 7 May 2019, the Company announces the following Directors/PDMR Shareholding dealings in accordance with Article 19 of the Market Abuse Regulation:

| | | |
|-----------|--|-----------------------------------|
| 1. | Details of the person discharging managerial responsibilities/person closely associated | |
| a) | Name | Donald Stewart |
| 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 | Bidstack Group Plc |
| b) | LEI | 213800Q47UWF61LMRR02 |
| 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 | Ordinary Shares of 0.5 pence each |
| b) | Identification code | GB00BZ7M6059 |
| | | |

| | | |
|----|--|---|
| c) | Nature of the transactions | Director participating in placing |
| d) | Price(s) and volume(s) | Price: 12.5 pence per share Volume: 160,000 shares |
| e) | Aggregated information - Aggregated volume - Price | As for d) above |
| f) | Date of the transactions | 14 May 2019 |
| f) | Place of the transactions | Off-market |

| | | |
|-----------|--|---|
| 1. | Details of the person discharging managerial responsibilities/person closely associated | |
| a) | Name | John McIntosh |
| 2. | Reason for the notification | |
| a) | Position/status | Finance Director |
| b) | Initial notification/Amendment | Initial Notification |
| 3. | Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor | |
| a) | Name | Bidstack Group Plc |
| b) | LEI | 213800Q47UWF61LMRR02 |
| 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 | Ordinary Shares of 0.5 pence each |
| b) | Identification code | GB00BZ7M6059 |
| c) | Nature of the transactions | Director participating in placing |
| d) | Price(s) and volume(s) | Price: 12.5 pence per share Volume: 200,000 shares |
| e) | Aggregated information - Aggregated volume - Price | As for d) above |
| f) | Date of the transactions | 14 May 2019 |
| f) | Place of the transactions | Off-market |

~ENDS~

Contacts

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Notes to editors

Bidstack is an advertising technology company which provides dynamic, targeted and automated native in-game advertising for the global video games industry across multiple platforms. Its proprietary API technology is capable of inserting adverts into natural advertising space within video games across multiple video games platforms (mobile, PC and console).

Bidstack's customers are games publishers and developers and advertising agencies, brands and programmatic advertising platforms. Bidstack contracts exclusive access to the native in-game advertising space within video games from their developers or publishers and sells that advertising space either direct to specific brands and their agencies or through programmatic advertising platforms.

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