

# Regulatory Story

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**Bidstack Group** Director/PDMR Shareholdings  
**PLC - BIDS**  
Released  
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Bidstack Group PLC  
10 June 2020

10 June 2020

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

### **Director/PDMR Shareholding**

Further to the Company's announcement on 5 June 2020 of the results of its Placing with institutional and other investors and the Subscription by certain directors and others announced on 4 June 2020 raising a combined total of £5.7 million (before expenses) at a price of 4 pence per share, the Company announces the following Director/PDMR Shareholding dealings in accordance with Article 19 of the Market Abuse Regulation:

<b>1.</b>	<b>Details of the person discharging managerial responsibilities/person closely associated</b>	
a)	Name	Donald Stewart
<b>2.</b>	<b>Reason for the notification</b>	
a)	Position/status	Non-Executive Chairman
b)	Initial notification/Amendment	Initial Notification
<b>3.</b>	<b>Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor</b>	
a)	Name	Bidstack Group Plc

b)	LEI	213800Q47UWF61LMRR02
<b>4.</b>	<b>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	Ordinary Shares of 0.5 pence each
b)	Identification code	GB00BZ7M6059
c)	Nature of the transactions	Director participating in subscription
d)	Price(s) and volume(s)	Price: 4 pence per share Volume: 625,000 shares
e)	Aggregated information - Aggregated volume - Price	As for d) above
f)	Date of the transactions	10 June 2020
f)	Place of the transactions	Off-market

<b>1.</b>	<b>Details of the person discharging managerial responsibilities/person closely associated</b>	
a)	Name	John McIntosh
<b>2.</b>	<b>Reason for the notification</b>	
a)	Position/status	Finance Director
b)	Initial notification/Amendment	Initial Notification
<b>3.</b>	<b>Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor</b>	
a)	Name	Bidstack Group Plc
b)	LEI	213800Q47UWF61LMRR02
<b>4.</b>	<b>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	Ordinary Shares of 0.5 pence each

b)	Identification code	GB00BZ7M6059
c)	Nature of the transactions	Director participating in subscription
d)	Price(s) and volume(s)	Price: 4 pence per share Volume: 750,000 shares
e)	Aggregated information - Aggregated volume - Price	As for d) above
f)	Date of the transactions	10 June 2020
f)	Place of the transactions	Off-market

<b>1.</b>	<b>Details of the person discharging managerial responsibilities/person closely associated</b>	
a)	Name	Michael Hayes
<b>2.</b>	<b>Reason for the notification</b>	
a)	Position/status	Non-Executive Director
b)	Initial notification/Amendment	Initial Notification
<b>3.</b>	<b>Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor</b>	
a)	Name	Bidstack Group Plc
b)	LEI	213800Q47UWF61LMRR02
<b>4.</b>	<b>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	Ordinary Shares of 0.5 pence each
b)	Identification code	GB00BZ7M6059
c)	Nature of the transactions	Director participating in subscription
d)	Price(s) and volume(s)	Price: 4 pence per share Volume: 500,000 shares

e)	Aggregated information - Aggregated volume - Price	As for d) above
f)	Date of the transactions	10 June 2020
f)	Place of the transactions	Off-market

<b>1.</b>	<b>Details of the person discharging managerial responsibilities/person closely associated</b>	
a)	Name	Derek Wise
<b>2.</b>	<b>Reason for the notification</b>	
a)	Position/status	Non-Executive Director
b)	Initial notification/Amendment	Initial Notification
<b>3.</b>	<b>Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor</b>	
a)	Name	Bidstack Group Plc
b)	LEI	213800Q47UWF61LMRR02
<b>4.</b>	<b>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	Ordinary Shares of 0.5 pence each
b)	Identification code	GB00BZ7M6059
c)	Nature of the transactions	Director participating in subscription
d)	Price(s) and volume(s)	Price: 4 pence per share Volume: 250,000 shares
e)	Aggregated information - Aggregated volume - Price	As for d) above
f)	Date of the transactions	10 June 2020

f)	Place of the transactions	Off-market
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<b>1.</b>	<b>Details of the person discharging managerial responsibilities/person closely associated</b>	
a)	Name	Lewis Sherlock
<b>2.</b>	<b>Reason for the notification</b>	
a)	Position/status	Vice President Sales
b)	Initial notification/Amendment	Initial Notification
<b>3.</b>	<b>Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor</b>	
a)	Name	Bidstack Group Plc
b)	LEI	213800Q47UWF61LMRR02
<b>4.</b>	<b>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	Ordinary Shares of 0.5 pence each
b)	Identification code	GB00BZ7M6059
c)	Nature of the transactions	PDMR participating in subscription
d)	Price(s) and volume(s)	Price: 4 pence per share Volume: 1,000,000 shares
e)	Aggregated information - Aggregated volume - Price	As for d) above
f)	Date of the transactions	10 June 2020
f)	Place of the transactions	Off-market

<b>1.</b>	<b>Details of the person discharging managerial responsibilities/person closely associated</b>	
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a)	Name	Lisa Hau
<b>2.</b>	<b>Reason for the notification</b>	
a)	Position/status	Chief Strategy Officer
b)	Initial notification/Amendment	Initial Notification
<b>3.</b>	<b>Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor</b>	
a)	Name	Bidstack Group Plc
b)	LEI	213800Q47UWF61LMRR02
<b>4.</b>	<b>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	Ordinary Shares of 0.5 pence each
b)	Identification code	GB00BZ7M6059
c)	Nature of the transactions	PDMR participating in subscription
d)	Price(s) and volume(s)	Price: 4 pence per share Volume: 125,000 shares
e)	Aggregated information - Aggregated volume - Price	As for d) above
f)	Date of the transactions	10 June 2020
f)	Place of the transactions	Off-market

~ENDS~

#### Contacts

<b>Bidstack Group PLC</b> James Draper, CEO	via Buchanan
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#### **Notes to editors**

#### **Bidstack**

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 technology is capable of inserting adverts into natural advertising space within video games. Bidstack's customers are games publishers and developers (on the supply side), and advertising agencies, brands and programmatic advertising platforms (on the demand side).

Bidstack contracts exclusive access to the native in-game advertising spaces within video games from their developers or publishers and sells that advertising space either directly to specific brands and their agencies or through programmatic advertising platforms.

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