



**LONDON  
STOCK  
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**RNS**

Director/PDMR Shareholding



## DIRECTOR/PDMR SHAREHOLDING

### SOFTWARE CIRCLE PLC

Released 12:27:44 25 November 2025

RNS Number : 94261  
Software Circle PLC  
25 November 2025

**25 November 2025**

**Software Circle plc**  
**("Software Circle", the "Company" or the "Group")**

#### **Director/PDMR Shareholding**

Software Circle (AIM: SFT) has been notified that, Iain Stewart Brown, Chief Financial Officer and a person discharging managerial responsibilities, has today purchased 41,425 Ordinary Shares at a price of 24.14 pence per share. Mr Brown now has a total beneficial interest in 166,379 Ordinary Shares, equivalent to 0.04 per cent. of the Company's issued share capital.

Details of the FCA notification, made in accordance with the requirements of the UK Market Abuse Regulation, are set out further below.

#### **For further information:**

**Software Circle plc**  
Gavin Cockerill (CEO)

via [investors@softwarecircle.com](mailto:investors@softwarecircle.com)

**Allenby Capital Limited (Nominated Adviser and broker)**  
David Hart / Piers Shimwell (Corporate Finance)  
Joscelin Pinnington / Amrit Nahal (Sales and Corporate Broking)

0203 328 5656

#### **Notes to editors:**

Software Circle plc (AIM: SFT) has a mission: to be a leading serial acquirer and operator of Vertical Market Software businesses in the UK and Ireland - a permanent home for software leaders, teams, and customers. These are mission-critical systems, deeply embedded in the day-to-day workflows of users.

We help founders find the right exit strategy, acquiring businesses at appropriate valuations, supporting their organic growth over time, and reinvesting the free cash flow they generate into further value-accretive opportunities. We are building a group that gives shareholders diversified exposure to these software businesses, with discipline, alignment, and operational know-how.

Software Circle continues operations in an independent, decentralised way, and maintains the entrepreneurial spirit and culture that exists in the businesses acquired, enabling organic growth to be driven. Our goal is to create an environment where motivated teams can do their best work for the benefit of the most important stakeholder: the end customer.

For more information visit [www.softwarecircle.com](http://www.softwarecircle.com).

**Notification and public disclosure of transactions by persons discharging managerial responsibilities and persons closely associated with them.**

|    |                                                                                           |
|----|-------------------------------------------------------------------------------------------|
| 1. | Details of the person discharging managerial responsibilities / person closely associated |
|----|-------------------------------------------------------------------------------------------|

|          |                                                                                                                                                                                                   |                                                                                                   |          |           |       |        |
|----------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------|----------|-----------|-------|--------|
| a)       | Name                                                                                                                                                                                              | Iain Stewart Brown                                                                                |          |           |       |        |
| 2.       | Reason for the Notification                                                                                                                                                                       |                                                                                                   |          |           |       |        |
| a)       | Position/status                                                                                                                                                                                   | PDMR (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                                                                                                                                                                                              | Software Circle plc                                                                               |          |           |       |        |
| b)       | LEI                                                                                                                                                                                               | 213800OKTI2518K5KM22                                                                              |          |           |       |        |
| 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                                                                                                                                       | Ordinary shares of 1p each                                                                        |          |           |       |        |
|          | Identification code                                                                                                                                                                               | ISIN: GB0009638130                                                                                |          |           |       |        |
| b)       | Nature of the transaction                                                                                                                                                                         | Purchase of Ordinary shares                                                                       |          |           |       |        |
| b)       | Price(s) and volume(s)                                                                                                                                                                            | <table><tr><td>Price(s)</td><td>Volume(s)</td></tr><tr><td>24.14</td><td>41,425</td></tr></table> | Price(s) | Volume(s) | 24.14 | 41,425 |
| Price(s) | Volume(s)                                                                                                                                                                                         |                                                                                                   |          |           |       |        |
| 24.14    | 41,425                                                                                                                                                                                            |                                                                                                   |          |           |       |        |
| d)       | Aggregated information:<br><br>- Aggregated volume<br><br>- Price                                                                                                                                 | n/a - single transaction<br><br>n/a - single transaction                                          |          |           |       |        |
| e)       | Date of the transaction                                                                                                                                                                           | 25 November 2025                                                                                  |          |           |       |        |
| f)       | Place of the transaction                                                                                                                                                                          | London Stock Exchange, AIM. Identification code - XLON                                            |          |           |       |        |

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