

Norman Broadbent plc

("Norman Broadbent" or the "Company")

Director/PDMR Shareholding

Norman Broadbent (AIM: NBB) - a leading London quoted Professional Services firm offering a diversified portfolio of integrated Leadership Acquisition & Advisory Services - announces that Kevin Davidson, Chief Executive Officer of the Company, purchased 32,169 ordinary shares of 1p each ("Ordinary Shares") in the Company at a price of 6.18p per share on Friday 12 November 2021.

Following this purchase, Mr Davidson is beneficially interested in 255,805 Ordinary Shares in Norman Broadbent representing approximately 0.43 per cent. of the Company's issued share capital.

For further information, please contact:

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Peter Searle
Kevin Davidson
Steve Smith

WH Ireland Limited

Adrian Hadden 020 7220 1666
Jessica Cave
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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	Kevin Davidson
2	Reason for the notification	
a)	Position/status	Chief Executive Officer
b)	Initial notification/ Amendment	Initial
3	Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor	
a)	Name	Norman Broadbent PLC
b)	LEI	213800E5YN5TA934XA23
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 1p each GB00B3VF4Y66	
b)	Nature of the transaction	Purchase of shares for cash	
c)	Price(s) and volume(s)	Price(s)	Volume(s)
		6.18p	32,169
d)	Aggregated information - Aggregated volume - Price	Purchase of 32,169 Ordinary Shares for 1 pence each, with a total price paid of £1,988.04	
e)	Date of the transaction	12 November 2021	
f)	Place of the transaction	London Stock Exchange, AIM	