

## 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 31,962 ordinary shares of 1p each ("Ordinary Shares") in the Company at a price of 6.22p per share on Tuesday 28 June 2022.

Following this purchase, Mr Davidson is beneficially interested in 287,767 Ordinary Shares in Norman Broadbent representing approximately 0.47 per cent. of the Company's issued share capital.

For further information, please contact:

**Norman Broadbent plc** 020 7484 0000

Peter Searle  
Kevin Davidson  
Steve Smith

### WH Ireland Limited

Jessica Cave 020 7220 1666  
Darshan Patel

### NOTIFICATION AND PUBLIC DISCLOSURE OF TRANSACTIONS BY PERSONS DISCHARGING MANAGERIAL RESPONSIBILITIES AND PERSONS CLOSELY ASSOCIATED WITH THEM

<b>1</b>	<b>Details of the person discharging managerial responsibilities/person closely associated</b>	
a)	Name	Kevin Davidson
<b>2</b>	<b>Reason for the notification</b>	
a)	Position/status	Chief Executive Officer
b)	Initial notification/ Amendment	Initial
<b>3</b>	<b>Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor</b>	
a)	Name	Norman Broadbent PLC
b)	LEI	213800E5YN5TA934XA23
<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, type of instrument	Ordinary Shares of 1p each  GB00B3VF4Y66

	Identification code		
b)	Nature of the transaction	Purchase of shares for cash	
c)	Price(s) and volume(s)	Price(s)	Volume(s)
		6.22p	31,962
d)	Aggregated information - Aggregated volume - Price	Purchase of 31,962 Ordinary Shares for 1 pence each, with a total price paid of £1,988.04	
e)	Date of the transaction	28 June 2022	
f)	Place of the transaction	London Stock Exchange, AIM	