

Norman Broadbent plc
("Norman Broadbent" or the "Company")
Director/PDMR Dealing

Norman Broadbent (AIM: NBB) - a leading London quoted Professional Services firm offering a diversified portfolio of integrated Leadership Acquisition & Advisory Services - announces that Peter Searle, Executive Chairman of the Company, has transferred 3,723,929 shares from his personal holding into his SIPP. The shares were transferred at a price of 5.95p per share.

Following these transactions, Mr Searle continues to have a beneficial interest in 3,723,929 ordinary shares, representing 6.13% of the Company's issued share capital.

Further details on these transactions are included in the notifications below, made in accordance with the requirements of the EU Market Abuse Regulation which is part of English law by virtue of the European Union (Withdrawal) Act 2018.

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**

1	Details of the person discharging managerial responsibilities / person closely associated	
a)	Name	Peter Searle
2	Reason for the notification	
a)	Position/status	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	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 £0.01 each GB00B3VF4Y66				
b)	Nature of the transaction	Sale and purchase of ordinary shares				
c)	Price(s) and volume(s)	<table border="1" data-bbox="520 701 1153 853"> <thead> <tr> <th data-bbox="520 701 732 775">Price(s)</th> <th data-bbox="737 701 1153 775">Volume(s)</th> </tr> </thead> <tbody> <tr> <td data-bbox="520 781 732 853">5.95p</td> <td data-bbox="737 781 1153 853">3,723,929 Ordinary Shares</td> </tr> </tbody> </table>	Price(s)	Volume(s)	5.95p	3,723,929 Ordinary Shares
Price(s)	Volume(s)					
5.95p	3,723,929 Ordinary Shares					
d)	Aggregated information - Aggregated volume - Price	3,723,929 Shares 5.95p				
e)	Date of the transaction	20 July 2022				
f)	Place of the transaction	London, UK				