

## Admission to AIM and First Day of Dealings

RNS Number : 7311V  
Pebble Group PLC (The)  
05 December 2019

**NOT FOR RELEASE, PUBLICATION OR DISTRIBUTION, DIRECTLY OR INDIRECTLY, IN OR INTO THE UNITED STATES OF AMERICA, CANADA, AUSTRALIA, NEW ZEALAND, THE REPUBLIC OF SOUTH AFRICA OR JAPAN OR ANY OTHER JURISDICTION IN WHICH PUBLICATION, RELEASE OR DISTRIBUTION WOULD BE UNLAWFUL.**

**5 December 2019**

**THE PEBBLE GROUP PLC  
("The Pebble Group", the "Company" or the "Group")**

### **ADMISSION TO TRADING ON AIM AND FIRST DAY OF DEALINGS**

The Pebble Group, a provider of products, services and technology to the global promotional products industry, is pleased to announce the admission of its ordinary shares to trading on the AIM market of the London Stock Exchange. Dealings will commence, at 8.00 a.m. today, under the ticker "PEBB.L" and the ISIN GB00BK71XP16.

The Pebble Group operates two focused and differentiated businesses in the global promotional products industry: Brand Addition is a leading provider of promotional products to global brands that utilises its global network to source and deliver complex and creative solutions to support marketing efforts of its multi-national clients. Facilisgroup provides subscription-based services to SME promotional products distributors in the US and Canada. Its suite of services includes business intelligence software, buying power and community events.

The Company has raised approximately £79 million through the placing of 75,433,954 new ordinary shares at a price of 105 pence per share. The selling shareholders will receive gross proceeds of £56 million through the placing of 53,549,754 existing ordinary shares. Berenberg is acting as Sole Global Coordinator and Broker for the transaction and Grant Thornton as Nominated Adviser.

**Christopher Lee, Chief Executive Officer of The Pebble Group, said:**

*"Joining AIM today is another landmark on the development of our Group, allowing us to invest more readily in the future growth and development of the business and enable us to incentivise our people and maximise our potential."*

*"As we enter this next phase, I would like to thank everyone who helped The Pebble Group plc achieve a successful flotation today, most especially our own people, who have made the global business we have today and are the backbone of the Group."*

Following the publication of the Admission Document, the following additional information falls to be disclosed: in the five years preceding the date of the Admission Document Yvonne Monaghan was formerly a director of Fresh Linen Holdings Limited, Fresh Linen Limited and Pure Laundry Limited.

**Enquiries:**

**The Pebble Group plc**  
Chris Lee, Chief Executive Officer  
Claire Thomson, Chief Financial Officer

+44 (0) 161 786 0277

**Grant Thornton UK LLP** (Nominated Adviser)  
Samantha Harrison / Harrison Clarke / Niall McDonald

+44 (0) 20 7383 5100

**Berenberg** (Sole Global Coordinator and Broker)  
Chris Bowman / Marie Stolberg / Simon Cardron

+44 (0) 20 3207 7800

**Belvedere Communications** (Financial PR)  
Cat Valentine ([cvalentine@belvederepr.com](mailto:cvalentine@belvederepr.com))  
Keeley Clarke ([kclarke@belvederepr.com](mailto:kclarke@belvederepr.com))  
Llew Angus ([langus@belvederepr.com](mailto:langus@belvederepr.com))

+44 (0) 7715 769 078

+44 (0) 7967 816 525

+44 (0) 7407 023 147

**About The Pebble Group plc** - [www.thepebblegroup.com](http://www.thepebblegroup.com)

The Pebble Group is a provider of products, services and technology to the global promotional products industry, comprising two differentiated businesses, focused on specific areas of the promotional products market:

**Brand Addition** - [www.brandaddition.com](http://www.brandaddition.com)

The Group's promotional product merchandise business, Brand Addition, is a leading provider of promotional products to global brands. Brand Addition utilises its global network to source and deliver complex and creative promotional product solutions to support the marketing efforts of its multi-national clients, who operate in sectors which include health & beauty, fast moving consumer goods, transport, technology, banking & finance and charity. Brand Addition's clients primarily comprise major global brands.

**Facilisgroup** - [www.facilisgroup.com](http://www.facilisgroup.com)

The Group's SaaS business, Facilisgroup, provides subscription-based services to SME promotional product distributors in the United States and Canada. Facilisgroup's suite of services includes business intelligence software, buying power and community events. Through its @ease proprietary software, Facilisgroup offers a SaaS technology platform that enables its network of Partners to improve order management, CRM and sales analysis and reporting. Facilisgroup also provides its Partners with access on favourable terms to a selected group of preferred suppliers, by consolidating the purchasing power of its Partners. This attracts rebates from suppliers, who in turn benefit from access to a network of selected distributors.

## **IMPORTANT INFORMATION**

Grant Thornton, which is authorised and regulated by the Financial Conduct Authority, and Berenberg, which is authorised by the German Federal Financial Supervisory Authority and subject to limited regulation in the United Kingdom by the Financial Conduct Authority, are acting only for the Company in connection with the Placing and Admission and are not acting for or advising any other person, or treating any other person as their respective client, in relation thereto and will not be responsible for providing the regulatory protection afforded to clients of Grant Thornton, or Berenberg, or advice to any other person in relation to the matters contained herein.

This announcement does not constitute, or form part of, any offer or invitation to sell, allot or issue, or any solicitation of any offer to purchase or subscribe for, any securities in the Company in any jurisdiction nor shall it, or any part of it, or the fact of its distribution, form the basis of, or be relied on in connection with or act as an inducement to enter into, any contract or commitment therefor.

This announcement contains certain statements that are, or may be, forward looking statements with respect to the financial condition, results of operations, business achievements and/or investment strategy of the Company. Such forward looking statements are based on the Board's expectations of external conditions and events, current business strategy, plans and the other objectives of management for future operations, and estimates and projections of the Company's financial performance. Though the Board believes these expectations to be reasonable at the date of this announcement they may prove to be erroneous. Forward looking statements involve known and unknown risks, uncertainties and other factors which may cause the actual results, achievements or performance of the Group, or the industry in which the Group operates, to be materially different from any future results, achievements or performance expressed or implied by such forward looking statements.

Certain figures in this announcement have been subject to rounding adjustments. Accordingly, in certain instances, the sum or percentage change of the numbers contained in this announcement may not conform exactly to the total figure given.

This information is provided by RNS, the news service of the London Stock Exchange. RNS is approved by the Financial Conduct Authority to act as a Primary Information Provider in the United Kingdom. Terms and conditions relating to the use and distribution of this information may apply. For further information, please contact [rns@lseg.com](mailto:rns@lseg.com) or visit [www.rns.com](http://www.rns.com).

END