

RNS Director/PDMR Shareholding

**Director/PDMR Shareholding****KEYSTONE LAW GROUP PLC**

Released 07:00:04 02 June 2021

RNS Number : 4778A  
Keystone Law Group PLC  
02 June 2021

**2 June 2021**

**Keystone Law Group plc**  
(‘Keystone’ or the ‘Group’ or ‘Company’)

**Director / PDMR shareholding**

Keystone Law Group plc (AIM: KEYS), the fast growing, UK Top 100, challenger law firm, announces that the following awards were granted over £0.002 ordinary shares in the capital of the Company under the Keystone Law Long Term Incentive Plan 2018 (‘LTIP’).

Name	Number of Shares subject to variation
Ashley Miller (Executive Director, Finance Director)	19,531
William Robins (PDMR)	19,531

The LTIP Awards have been granted as performance share awards and will vest on the third anniversary of their grant subject to the grantee's continued employment and to the extent to which the adjusted Earnings Per Share (‘EPS’) and Relative Total Shareholder Return (‘TSR’) performance conditions set out in the LTIP Award are met.

70% of the LTIP Awards will be assessed on growth in adjusted EPS over the three-year period, with compound annual growth (‘CAGR’) of less than 9.5% delivering none of this element of the LTIP Award, 9.5% CAGR delivering 20% of this element of the LTIP Award and 100% of this element being granted for delivery of 14.7% CAGR in adjusted EPS over the three-year period. These reflect the current proposed increase in UK corporation tax rate and the Remuneration Committee retains the right to make appropriate amendments to these in the event of a material change to the rate during the vesting period.

30% of the LTIP Awards will be assessed on the TSR of the Company over the three-year period relative to that of those companies included in the FTSE Fledgling Index throughout the Performance Period; with 100% being awarded for performance in the top quartile, 50% for performance in the second quartile and nothing awarded for performance below the median.

In addition, the recipients of the LTIP Awards will be required to retain shares awarded under the LTIP awards for two years from the vesting date subject to the ability to sell sufficient shares to discharge any tax liability.

Set out below are the notifications, made in accordance with the requirements of the Market Abuse Regulation, in relation to the variation of the LTIP Awards.

<b>PDMR DEALING NOTIFICATION TEMPLATE</b>		
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	Ashley Rupert James Patrick Miller
<b>2</b>	<b>Reason for the notification</b>	
a)	Position/status	Finance Director
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	Keystone Law Group plc	
b)	Legal Entity Identifier	213800RTARHELL51S215	
4	<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 £0.002 each in Keystone Law Group plc	
	Identification code	GB00BZ020557	
b 1)	Nature of the transaction	Grant of LTIP Award under the Keystone Law Long Term Incentive Plan. The Award is structured as a performance share award which shall ordinarily vest on the third anniversary of its grant date subject to continued service and to the extent to which the performance conditions set for the Award are satisfied.	
c 1)	Price(s) and volume(s)	<b>Price(s)</b>	<b>Volume(s)</b>
		Nil	19,531
b 2)	Nature of the transaction		
c 2)	Price(s) and volume(s)	<b>Price(s)</b>	<b>Volume(s)</b>
d)	Aggregated information	Not applicable single transaction	
	- Aggregated volume		
	- Price		
e)	Date of the transaction	1 June 2021	
f)	Place of the transaction	London	

<b>PDMR DEALING NOTIFICATION TEMPLATE</b>			
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	William Robins	
<b>2</b>	<b>Reason for the notification</b>		
a)	Position/status	PDMR	
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	Keystone Law Group plc	
b)	Legal Entity Identifier	213800RTARHELL51S215	
<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 £0.002 each in Keystone Law Group plc	
	Identification code	GB00BZ020557	
b 1)	Nature of the transaction	Grant of LTIP Award under the Keystone Law Long Term Incentive Plan. The Award is structured as a performance share award which shall ordinarily vest on the third anniversary of its grant date subject to continued service and to the extent to which the performance conditions set for the Award are satisfied.	
c 1)	Price(s) and volume(s)	<b>Price(s)</b>	<b>Volume(s)</b>
		Nil	19,531
b	Nature of the		

2)	transaction		
c 2)	Price(s) and volume(s)	<b>Price(s)</b>	<b>Volume(s)</b>
d)	Aggregated information	Not applicable single transaction	
	- Aggregated volume		
	- Price		
e)	Date of the transaction	1 June 2021	
f)	Place of the transaction	London	

-ENDS-

**For further information please contact:**

**Keystone Law Group plc**

James Knight, Chief Executive Officer  
Ashley Miller, Finance Director  
[www.keystonelaw.com](http://www.keystonelaw.com)

+44 (0) 20 3319 3700

**Panmure Gordon (UK) Limited (Nominated Adviser and Joint Broker)**

Dominic Morley (Corporate Finance)  
Erik Anderson (Corporate Broking)  
[www.panmure.com](http://www.panmure.com)

+44 (0) 20 7886 2500

**Investec Bank plc (Joint Broker)**

Carlton Nelson  
James Rudd  
[www.investec.co.uk](http://www.investec.co.uk)

+44 (0) 20 7597 5970

**Media enquiries:**

**FTI Consulting**

Laura Ewart  
Shiv Talwar  
[keystonelaw@fticonsulting.com](mailto:keystonelaw@fticonsulting.com)

+44 (0)7711 387 085

The information contained within this announcement is deemed to constitute inside information as stipulated under the Market Abuse Regulation (EU) No. 596/2014 as it forms part of UK domestic law by virtue of the European Union (Withdrawal) Act 2018 ("MAR").

**Notes to editors**

Keystone is an award-winning law firm, providing conventional legal services to SMEs and high net worth individuals in a £9bn addressable market.

Keystone has a scalable and unique model, with three defining characteristics:

- Our lawyers have freedom, flexibility and autonomy, and are paid up to 75% of what they bill.
- Our lawyers determine how, when and where they work, in contrast to the conventional law firm model.
- We offer lawyers full infrastructure and support via its central office, bespoke user-friendly IT platform, and network of colleagues and events.

Keystone is a full-service law firm, with 20 service areas and more than 50 industry sectors delivered by over 350 high calibre self-employed lawyers who work from their own offices.

In November 2020, Keystone was named Law Firm of the Year by The Lawyer, the first time a 'new' law firm has won the award.

More information about Keystone can be found at [www.keystonelaw.co.uk](http://www.keystonelaw.co.uk).

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).

RNS may use your IP address to confirm compliance with the terms and conditions, to analyse how you engage with the information contained in this communication, and to share such analysis on an anonymised basis with others as part of our commercial services. For further information about how RNS and the London Stock Exchange use the personal data you provide us, please see our [Privacy Policy](#).

END

DSHBUGDLBBGDGGB

**London Stock Exchange plc is not responsible for and does not check content on this Website. Website users are responsible for checking content. Any news item (including any prospectus) which is addressed solely to the persons and countries specified therein should not be relied upon other than by such persons and/or outside the specified countries. [Terms and conditions](#), including restrictions on use and distribution apply.**

© 2021 London Stock Exchange plc. All rights reserved.