

## Director/PDMR Shareholding

### KEYSTONE LAW GROUP PLC

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 Keystone Law Group PLC  
 11 May 2021

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**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 Company has been informed that James Knight, Chief Executive Officer sold 1,500,000 ordinary shares of 0.2 pence each ("Ordinary Shares") in the capital of the Company. The transaction was completed on 10 May 2021 at a price of 630 pence per Ordinary Share. Following this sale of shares, James Knight now holds 9,054,402 ordinary shares in the Company representing 28.95% of its issued share capital. William Robins, PDMR also sold 130,000 ordinary shares at 630 pence per Ordinary Share.

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

PDMR DEALING NOTIFICATION TEMPLATE			
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	James Knight	
<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	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	Sale of Ordinary Shares	
c 1)	Price(s) and volume(s)	<b>Price(s)</b>	<b>Volume(s)</b>
		£6.30	1,500,000
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	10 May 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	Sale of Ordinary Shares	
c 1)	Price(s) and volume(s)	<b>Price(s)</b>	<b>Volume(s)</b>
		£6.30	130,000
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	10 May 2021	
f)	Place of the transaction	London	

For further information please contact:

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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).

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